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MINIONS
DESPICABLE ME
FRANCHISE
SET TO PROVIDE A
FEAST OF FUNNINESS

WHITE HOUSE
"HELLO, TWITTER!
IT'S BARACK. REALLY!"
CHIMES IN ON POP CULTURE,
140 CHARACTERS AT A TIME



THE LIKE PHENOMENON

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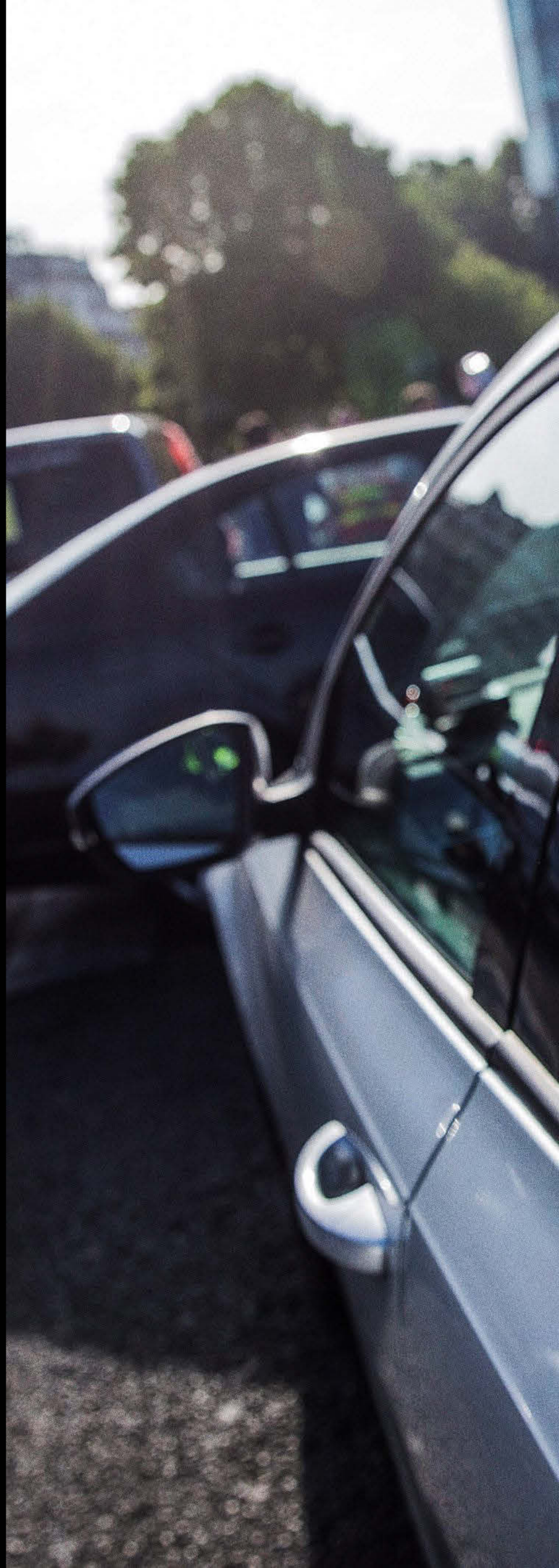
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UBER SUSPENDS LOW-COST SERVICE IN FRANCE AMID LEGAL PRESSURE

Uber is suspending its low-cost ride-hailing service in France, hoping to defuse an escalating legal dispute and sometimes-violent tensions with traditional French taxi drivers.

The unusual concession comes after the stakes mounted this week in Uber's standoff with France: Two senior European managers for



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Journal of Interpersonal Violence 28(12)

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ADDITIONAL CHARGES:





UBER







San Francisco-based company were detained Monday and ordered to stand trial, charged with “deceptive commercial practices.”

It reflects the broader struggle of governments to keep up with fast-moving technology - and how to tax operations like Uber’s and protect workers and consumers. Companies like Uber argue that governments are unfairly protecting entrenched industries instead of adapting to the times.

Uber Technologies Inc. has run into legal problems elsewhere in Europe, as well as in China and India.

The French battle centers around Uber’s low-cost service, in France called UberPop, which links users to drivers without professional taxi or chauffeur licenses. French authorities had ordered it shut down, but Uber refused, pending a legal decision at a top French court.

Uber France chief Thibaud Simphaud said in an interview published Friday in Le Monde that the company changed its mind “in a spirit of bringing peace” with authorities. An Uber spokesman confirmed to The Associated Press that the service is being suspended starting Friday night.

Simphaud and another European manager for San Francisco-based Uber were detained this week and ordered to stand trial Sept. 30. They are accused of six counts including deceptive commercial practices, complicity in instigating an illegal taxi-driving activity, and the illegal stocking of personal information.

Claiming unfair competition, taxi drivers staged a violence-marred strike last week, blocking many roads across France.

Uber’s regular app-based service, which connects registered drivers with riders, continues to function in France. Uber claims to have a total of 400,000 customers a month in France.



A photograph of a desk with a lamp, flowers, and a jacket. The lamp has a white shade and a blue base. There is a vase of pink and red flowers, a glass of water, and a small white bowl on the desk. A dark jacket is draped over the front of the desk. The background shows a window and a staircase.

OBAMA CHIMES IN ON POP CULTURE, 140 CHARACTERS AT A TIME

After dipping his toe in the online world of Twitter years ago, President Barack Obama is now jumping in head-first, popping off tweets at all hours of the day about pop culture, sports and even Supreme Court rulings.

Although the White House has used Twitter throughout Obama's presidency, until recently it's been a highly scripted endeavor, with press aides composing and releasing tweets about Obama's agenda at strategic times. Only occasionally would Obama post to Twitter himself, identifying a bona fide presidential tweet by appending his initials.

Now Obama is composing his own tweets almost daily, weighing in on issues of the day from any location, without the filter of

his press office. He's been tweeting with increased frequency since inaugurating his personal twitter account, (at)POTUS, earlier this summer.

"Hello, Twitter! It's Barack. Really!" Obama wrote in May. "Six years in, they're finally giving me my own account."

So how, exactly, does a president tweet? Obama, who has been known to use an iPad and a Blackberry, can send tweets from a variety of secure devices, according to the White House. Obama gives his team a heads up before he tweets, and his staff says he sometimes agrees to tweet about topics his aides suggest.

In the six weeks since Obama kicked off the account, he's already amassed more than 3 million followers. He follows only 66 Twitter users - mostly sports teams, federal agencies and top government officials. He briefly set a record for attracting a million followers faster than any other Twitter user. But Obama's record was quickly broken by Caitlyn Jenner.

Josh Earnest, the White House press secretary, says Obama was enthusiastic about having the chance to use venues like Twitter to communicate with people. "He's really taken to the idea," Earnest said.

A look at some of Obama's recent tweets:

GAY MARRIAGE

Obama's first reaction to the Supreme Court's historic ruling legalizing gay marriage nationwide came not in a press release or a Rose Garden appearance but through his Twitter account.

"Today is a big step in our march toward equality," Obama tweeted on June 26. "Gay and lesbian couples now have the right to marry, just like anyone else."

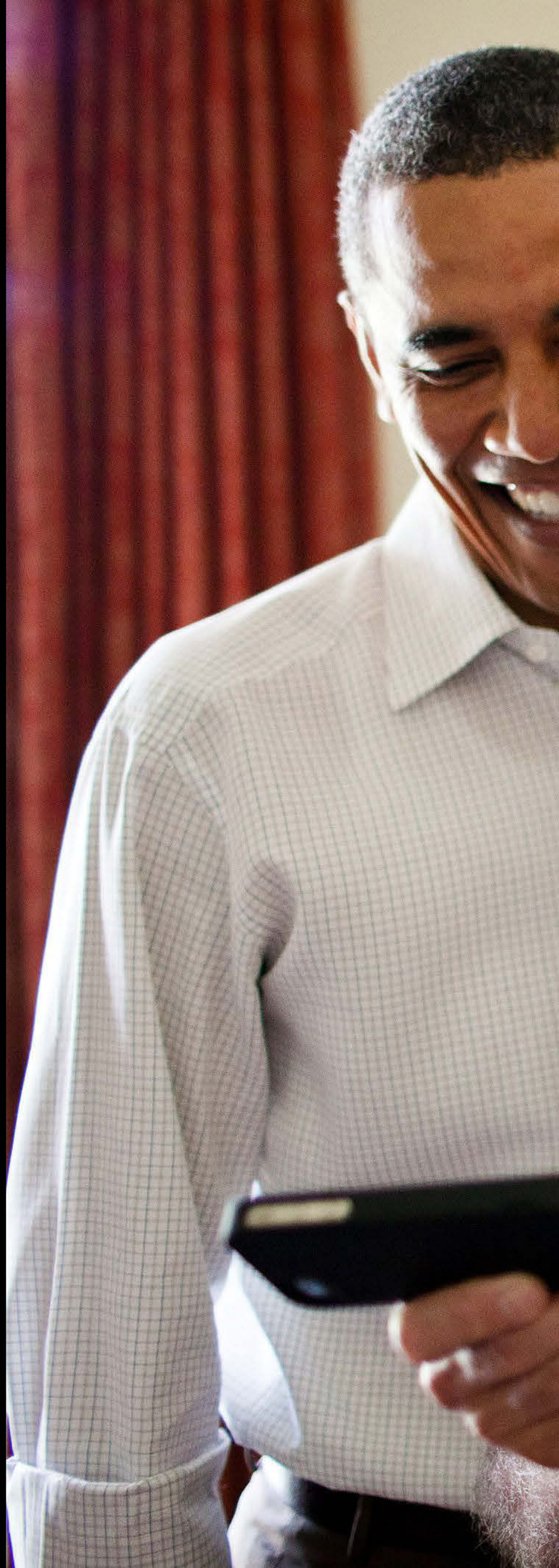




Image: Pete Souza









HOLY GUACAMOLE

When an enthusiastic debate broke out on Twitter this month about including peas in guacamole, Obama took to Twitter to say he had no appetite for the added ingredient. He responded to the pea-laden recipe in The New York Times during a “Twitter town hall” - a medium the White House has been trying out in which the president takes questions from Americans directly on Twitter.

“Respect the NYT, but not buying peas in guac,” the president wrote, offering his personal recipe: “Onions, garlic, hot peppers. Classic.”

BRING IN THE BAND

After Obama tweeted that he’d spent his morning listening to the new album from The Black Keys, the rock band tweeted back asking if they could use Air Force One for their upcoming gigs. A few hours later - at 8 p.m. on a weeknight - Obama tweeted his response to the band: “It’s not mine; just a loaner. Maybe you can come play at the White House sometime instead?”

No word on whether the group will be rocking out at 1600 Pennsylvania Ave.

NO. 1 FAN

Obama congratulated the American soccer team and midfielder Carli Lloyd for their victory Sunday night in the Women’s World Cup.

“What a win for Team USA!” Obama wrote, adding: “Your country is so proud of all of you. Come visit the White House with the World Cup soon.”



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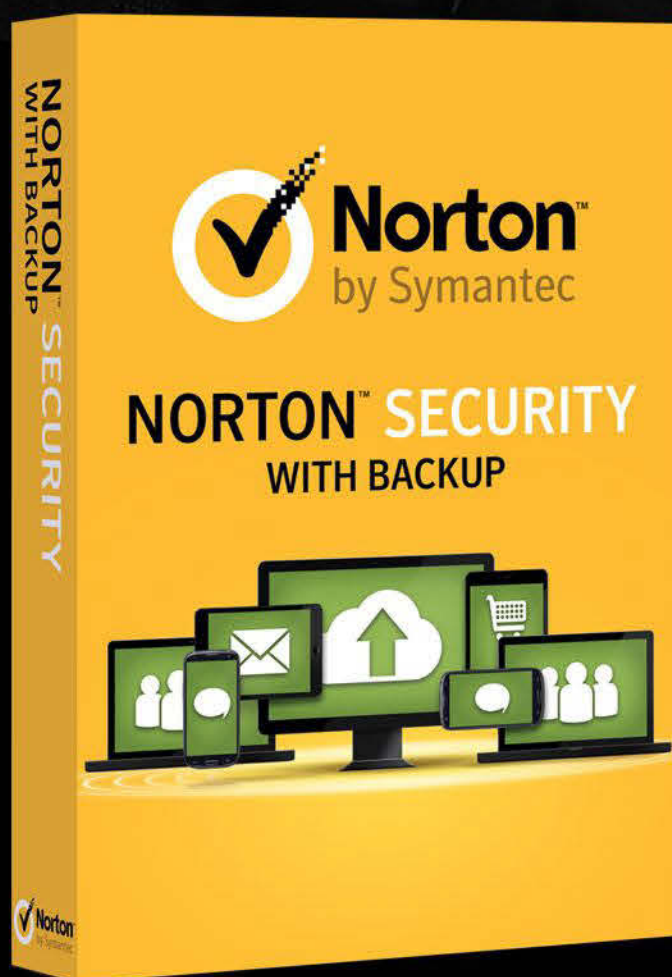
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FAMILY-FRIENDLY FUN AS DESPICABLE ME'S MINIONS GET THEIR OWN

**POPULARITY OF THE MINIONS LEADS TO
THEIR OWN MOVIE**

A FEAST OF FUNNINESS AHEAD

Millions of people love the two animated comedy movies of the Despicable Me franchise, which star the super-villain Gru and his peculiar cylinder-shaped yellow minions. They will have to wait another two years before Despicable Me 3 hits theaters - but, in the meantime, there is something that could be even better for those fans who reckon that those little yellow people have too long been underused and overlooked on the big screen. It's true - the minions now have their own film!

FROM DRACULA, TO NAPOLEON, TO... SCARLET OVERKILL

So, what has happened to Gru? Well, a more relevant issue is what hasn't happened to the minions - as the new movie, which is simply called Minions and has already been released to British theatres ahead of a July 10 release in the US, is set in 1968 - or, as the minions themselves call it, 42 Years B.G. (Before Gru). Yes, they haven't yet met Gru. In fact, much to their own depression, they don't have any master, having accidentally banished all of their previous ones - including, as retold in a wonderfully vivid back-story, a T. Rex, Dracula and Napoleon.

The minions, as we are told through Geoffrey Rush's booming narrative, have been on earth for far longer than humans, and are relentless in looking for a new master whenever they have comically and inadvertently dispatched their previous one. Eventually,









one of the minions, Kevin, takes along his banana-resembling buddies Stuart and Bob to Orlando in Florida, where they meet no shortage of super-villains at Villain-Con. It isn't long before they become the new recruits of Scarlet Overkill, the first female super-villain, and it isn't much longer than that before things start going pear-shaped. Or should that be banana-shaped?

THE MINIONS' POPULARITY "BECAME A FORCE OF NATURE"

However, before we mention more about the Minions film, let's backtrack a bit for those people who are intrigued, but unfamiliar with the lovably wacky world that these little yellow people inhabit. The minions made their debut in *Despicable Me*, which was released by Universal Pictures five years ago to great critical and public acclaim. **Rotten Tomatoes describes the critical consensus of the film as "a surprisingly thoughtful, family-friendly treat with a few surprises of its own".**

"A few surprises of its own" could easily be referring to the minions - although that movie has more than just a few of them! There is also quite an abundance of them in the sequel, *Despicable Me 2*, which arrived in theaters three years later and saw the first adventure's star, Gru, embracing fatherhood rather than his antagonistic role of last time round. This film, too, was well received; despite giving it a slightly lower rating of 74% to the original film's 81%, **Rotten Tomatoes summarizes critical opinion as praising its**









offering of "eye-popping visual inventiveness and a number of big laughs".

A new film with the minions now at the forefront must have seemed inevitable in the wake of their blossoming popularity since the first *Despicable Me*. One of that film's co-writers, Cinco Paul, has admitted that the public's fondness for the minions surprised him and fellow co-writer Ken Daurio, telling the *Los Angeles Times*: **"We never knew the minions were going to be so popular; it just became a force of nature"**. Chappell Ellison, writing for *Cartoon Brew*, **has attributed this popularity to the familiarity of the minion's yellow color in animation, as well as their gibberish and clumsiness.**

A TRIP ACROSS THE ATLANTIC FOR THE MINIONS

The world premiere of *Minions* took place on June 11 in London - certainly an apt choice of location, given that the city provides the movie's most prominent setting. After they become Scarlet's henchmen, the Minions are taken to her home in the city, where she orders them to steal St Edward's Crown from the British monarch, Queen Elizabeth II.

This has led to the inclusion among the cast of the cream of the crop of British comic actors - including Jennifer Saunders, perhaps best known to US audiences for voicing Princess Fiona's Fairy Godmother in *Shrek 2* but who here brings a young Queen Elizabeth to vocal life. Meanwhile, Steve Coogan returns to the franchise after

Despicable Me 2, now voicing a different character, a guard at the Tower of London.

BOTH FRESH AND FAMILIAR TOP DRAWER ACTING TALENT

As admirably as the Brits perform, however, we can't go too far without singling out Sandra Bullock's voicing of Scarlet. This is actually the **first time that Bullock has played a villain in a movie** - but, despite having become famous for a string of "good girl" roles, she has revealed that **she had a ball working on Minions**. At the London premiere, she enthused about her character: "It's fantastic because she's justified, she's misunderstood", adding: "She's an 8-year old little girl who's throwing temper tantrums because she wants what she wants. But it was really fun to play".

But, of course, it's the minions who are mentioned on the theater tickets - and their constant, characteristic fumbling of evil plans provide the movie with most of its comic juice. As in Despicable Me and Despicable Me 2, the minions are voiced by Pierre Coffin, who also co-directs the film with Kyle Balda. **Coffin voices almost 900 minions in the film, who speak in various languages including Spanish, Malay and Bahasa Indonesian.**



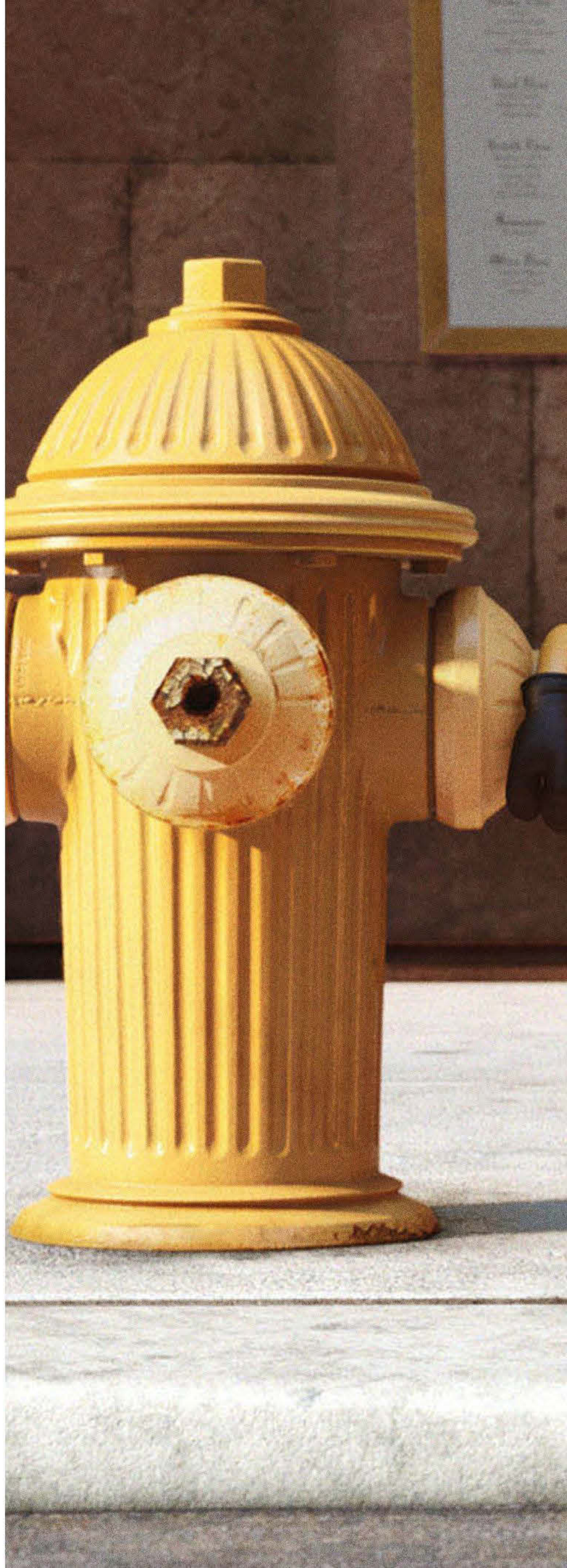


JUDGING FROM THE CRITICS, EXPECT SILLINESS, DAFTNESS AND ECCENTRICITY

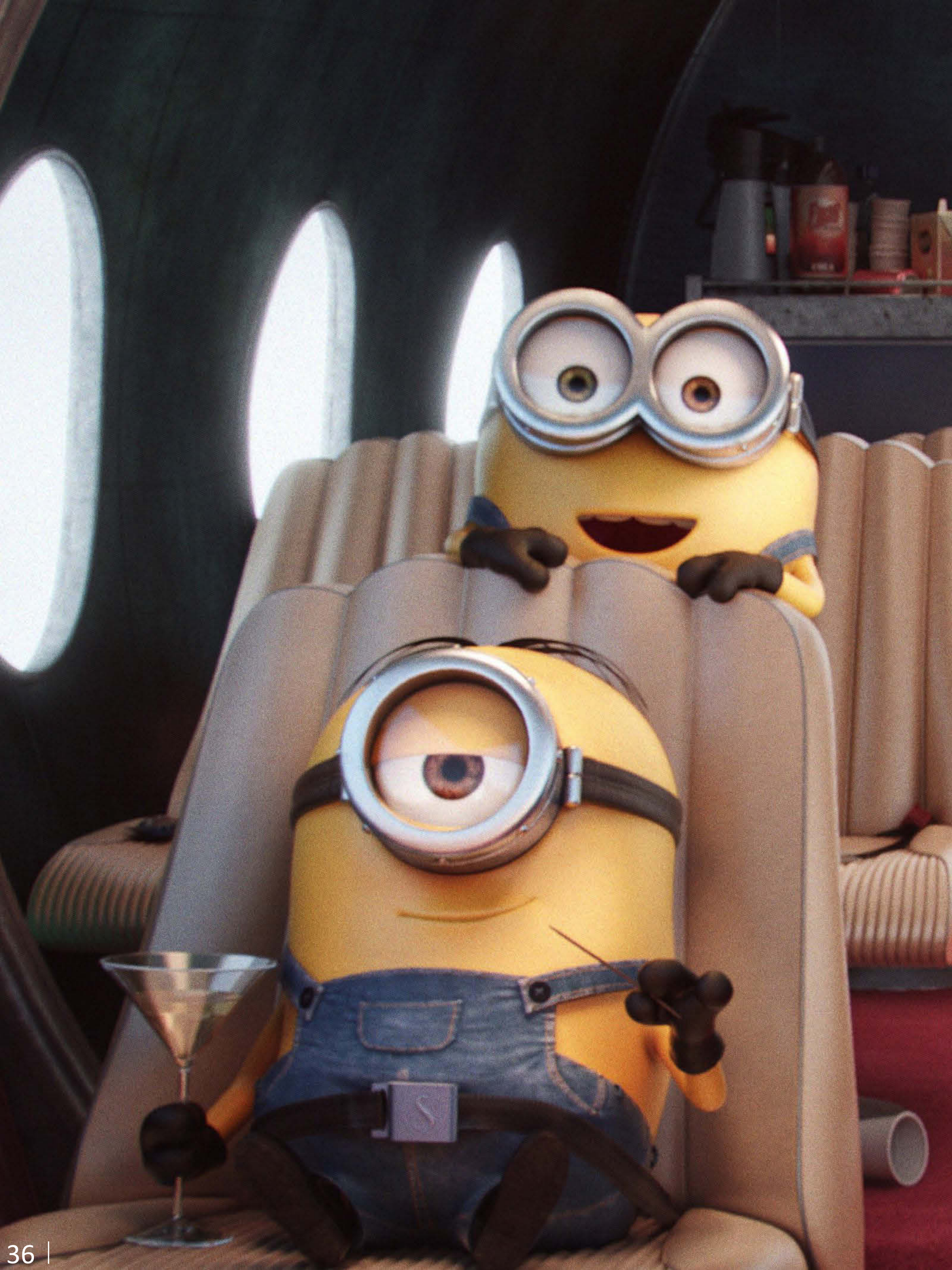
So, are the minions really capable of carrying their own film? In other words, has *Minions* been as well-received as the *Despicable Me* movies? Judging from what has so far emerged of critical opinion, the minions have passed with flying colors... or, should we say, just the one color, yellow. At the time of writing, Rotten Tomatoes has drawn upon 46 reviews in awarding *Minions* a 74% rating, the Critics Consensus reading: **"The Minions' brightly colored brand of gibberish-fueled insanity stretches to feature length in their self-titled *Despicable Me* spinoff, with uneven but often hilarious results."**

Top critics to have passed favorable judgment on *Minions* include *Little White Lies*' Sophie Monks Kaufman, who described it as **"pretty damn okay"**, and *Sight & Sound*'s Andrew Osmond, who delights that **"any sacrifice in emotional resonance is compensated for by the pace and purity of the fun"**. Many critics have drawn attention to how the film's shameless silliness trumps attempts at serious characterization, with *Empire Magazine*'s Ollie Richards dubbing *Minions* **"burpy, fall-y over fun tied to a pretty inconsequential plot"**.

Nonetheless, not all critics have wholeheartedly embraced the eccentricity. Despite his generally positive review, Osmond took issue with *Minions*' depiction of "a London of stock caricatures", which reaches its nadir with "a left-field joke

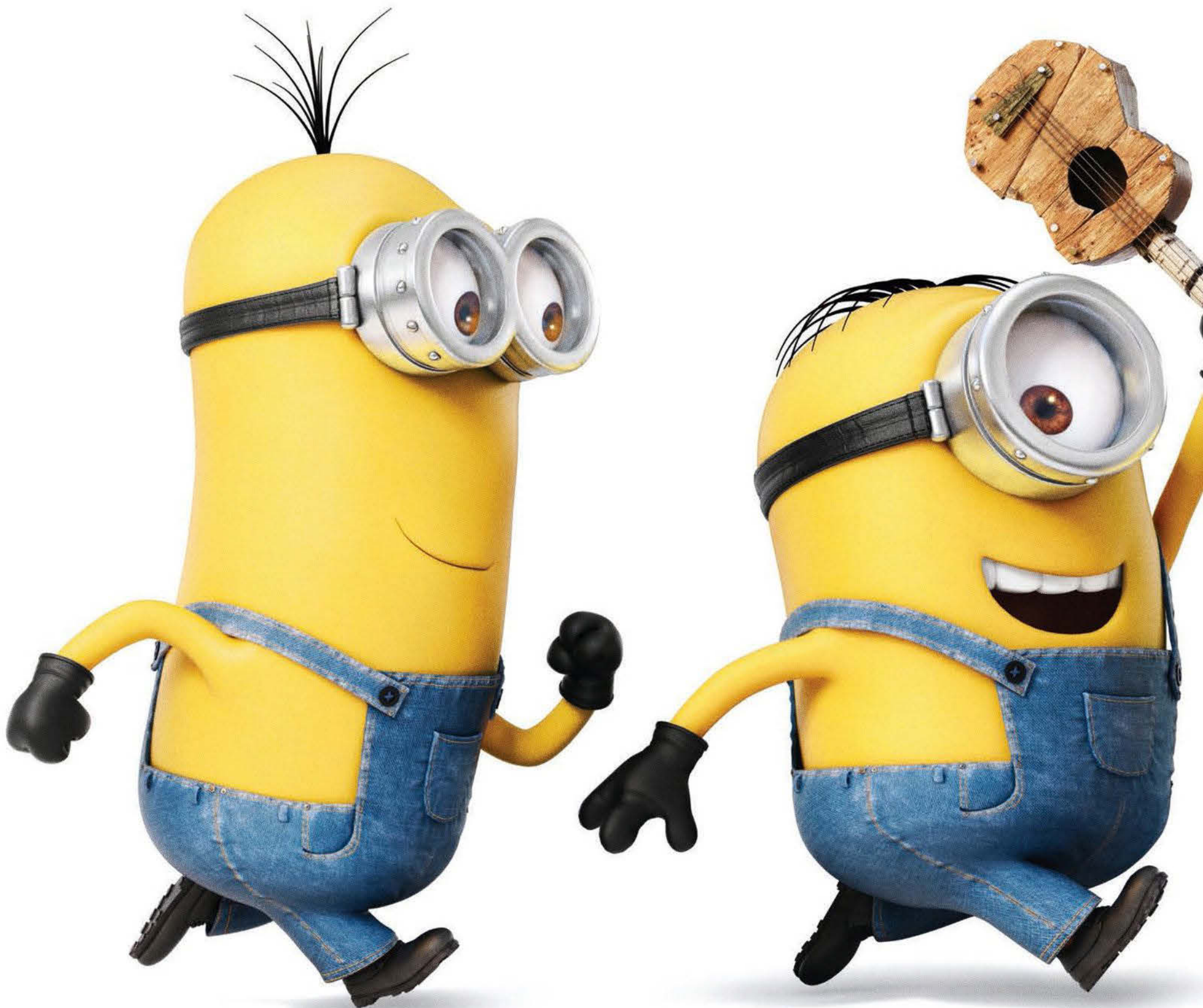








about King Arthur's sword in the stone, which the film presents as a real tourist attraction". This moment, he adds, may be a struggle for British audiences to swallow. Meanwhile, in an Entertainment Weekly critique, Joe Govern says that **"the yellow rubber guys ... simply can't sustain an hour and a half on their own"**.



WHY THE MINIONS SHOULDN'T BLUNDER AT THE US BOX OFFICE

Given that, in its third weekend, **Minions** was second only to **Terminator Genisys** in the international box office, it should have financial legs - and not just stubby little yellow ones - at the US box office when it is released here on July 10. But how could its global success influence the future of the **Despicable Me** franchise? Could we expect a **Minions 2**, perhaps moving away from the British setting? Or will the world finally decide that it has had its fill of the minions? Whatever happens, we certainly don't feel like we have had enough ourselves of the pill-shaped scamps! ■

by Benjamin Kerry & Gavin Lenaghan





COMPANY TOWN IN SEATTLE, SOME FRET OVER AMAZON'S GROWTH



Seattle, notorious for boom-and-bust cycles stretching back to the 19th century Alaska gold rush, is booming once again.

Thickets of yellow cranes have crowded the skyline, where new glass-sided office buildings, hotels and apartment towers blot out views of the mountains and the Space Needle. Food trucks dot the streets and young software engineers with disposable income fill the bars.

But the boom has brought handwringing, as residents fret over whether Seattle has become a traffic-snarled city for the rich with soaring rental rates, overly dependent on the company behind it all Amazon.

The online retail giant has brought tens of thousands of workers to its campus in the South Lake Union neighborhood, overtaken the University of Washington as Seattle's biggest employer and lined up enough office space to roughly triple its headcount here.

A lot of people who have lived in Seattle for 10 or 20 years are getting pushed out, says Jeff Reifman, a former Microsoft programmer who has criticized the ways Amazon is changing Seattle, including in a well-read essay last year on how the influx of male tech workers has skewed the dating scene.

To some, the complaints sound like trying to find the dark cloud in the silver lining.

Cleveland would be doing cartwheels for this type of situation, commercial real estate expert Jim Allison said.

He suggests such talk would have been unthinkable five years ago, when Seattle's biggest private employer, Washington Mutual, collapsed. He credits Amazon for Seattle's turnaround, and credits the city with being a model for the right type of growth - urban, young, educated and transit-oriented.

Nevertheless, growing pains are undeniable. Seattle, one of the nation's fastest growing cities, is expected to gain another 120,000 residents and 115,000 new jobs over the next 20 years. It's not just Amazon Facebook, Google, Expedia and other tech giants have opened or are opening offices.

Those extra workers are putting pressure on rents, which have skyrocketed more than 37 percent in Seattle since mid-2010, according to Tom Cain of Apartment Insights Washington.









The median rental price for all homes in Seattle in May was \$2,289 a month, Zillow reports, compared to a national average of \$1,367.

Mayor Ed Murray, who has a special committee seeking ways to provide affordable housing and avoid displacing longtime residents, last week announced another step. An agency to coordinate public investments in transportation, parks and housing around new development.

Amazon says it has more than 20,000 workers in Seattle, and estimates suggest it has enough office space built or planned to grow to more than 70,000, taking up a huge chunk of the city's commercial real estate. That raises the specter among some residents of Boeing's bust in the early 1970s, when two real estate professionals put up a billboard reading, Will the last person leaving Seattle turn out the lights.

Boeing's downturn led to thousands of lost jobs, with ripple effects throughout Seattle.

While City Councilman Mike O'Brien said he loves that Amazon is hiring, it can't continue to grow at the pace they're growing at.

When it has a major hiccup - and it will - it will be a major shock to our system, O'Brien said.

Building in Seattle, Amazon has helped remake an old warehouse district into a hub of glass-paneled office buildings, along with new restaurants and a Tesla dealership.

Some businesses were kicked out when their buildings sold for Amazon or related projects, but Monty Holmes still runs his family-owned trophy shop, Athletic Awards, one of the few remaining enterprises from South Lake Union's days as a blue-collar neighborhood. He says business is great, thanks in part to Amazon, which buys employee awards and emblazoned clothing from him.





FareStart, a restaurant and catering business that trains homeless people for food-service careers, is across the street from a building under construction for Amazon. When the company moves in, FareStart expects to see more Amazon workers at lunchtime.

It's more success for everyone, FareStart marketing director Tina Gonsalves said.

Amazon says 55 percent of its workers bus, bike or walk to work, and it notes it has given the city tens of millions of dollars for affordable housing, paid for a new street car and has contributed to nearly 100 charitable organizations.

We made a decision to invest in our hometown and build an urban campus in the heart of Seattle, spokesman Ty Rogers said in an email.

But the company has also brought a lot of people into an area that has relatively little housing or public transportation, though the city has added bus service and street cars, and light rail lines are being expanded.

Some of Seattle's new arrivals have spread out, driving up rents in far flung neighborhoods. That's prompted concern about the effect on seniors, low-wage workers, artists and others.

Even app-economy workers have felt the pinch. Jen Joyce, a marketing manager for a ride-service company, was startled to learn the rent for her one-bedroom apartment was going up \$200 a month.

Urban planner Alon Bassok was inspired by Seattle's growth challenges to run for City Council this year.

We as a city have to figure out how to accommodate and rise to the occasion of something like Amazon rather than saying something's their fault, Bassok said.





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SAMSUNG FORECASTS PROFIT FALL AS S6 SALES DISAPPOINT

Samsung Electronics Co. forecast a fall in second quarter profit in a sign that sales of its much anticipated Galaxy S6 smartphones failed to meet expectations.

Samsung on Tuesday estimated its second quarter operating profit at 6.9 trillion won (\$6.1 billion), down 4 percent from a year earlier. The result represents a 15 percent gain from the previous quarter but it was lower than the 7.23 trillion won forecast in a FactSet survey of analysts.

Sales declined 8 percent from a year earlier to 48 trillion won, falling short of the FactSet forecast of 52.8 trillion won. The South Korean company will release its full result for the quarter later this month.

When Samsung began sales of its Galaxy S6 and S6 Edge smartphones in April, there were expectations that the new flagship devices would lead a revival at Samsung's handset business, which suffered a stunning decline last year.





It retained the title of the world's largest maker of smartphones but its market share declined, squeezed by Apple in the premium market and by Chinese companies in the low-end market. Within Samsung, development of the Series 6 smartphones was dubbed "Project Zero," signifying the company's efforts to recapture the winning formula of its earlier phones.

Samsung was hit by two problems with its Galaxy S6 series. The regular version of the phone, the Galaxy S6, wasn't as popular as expected, while the S6 Edge model, which features a display that curves on both sides that is more difficult to produce, couldn't keep up with demand.





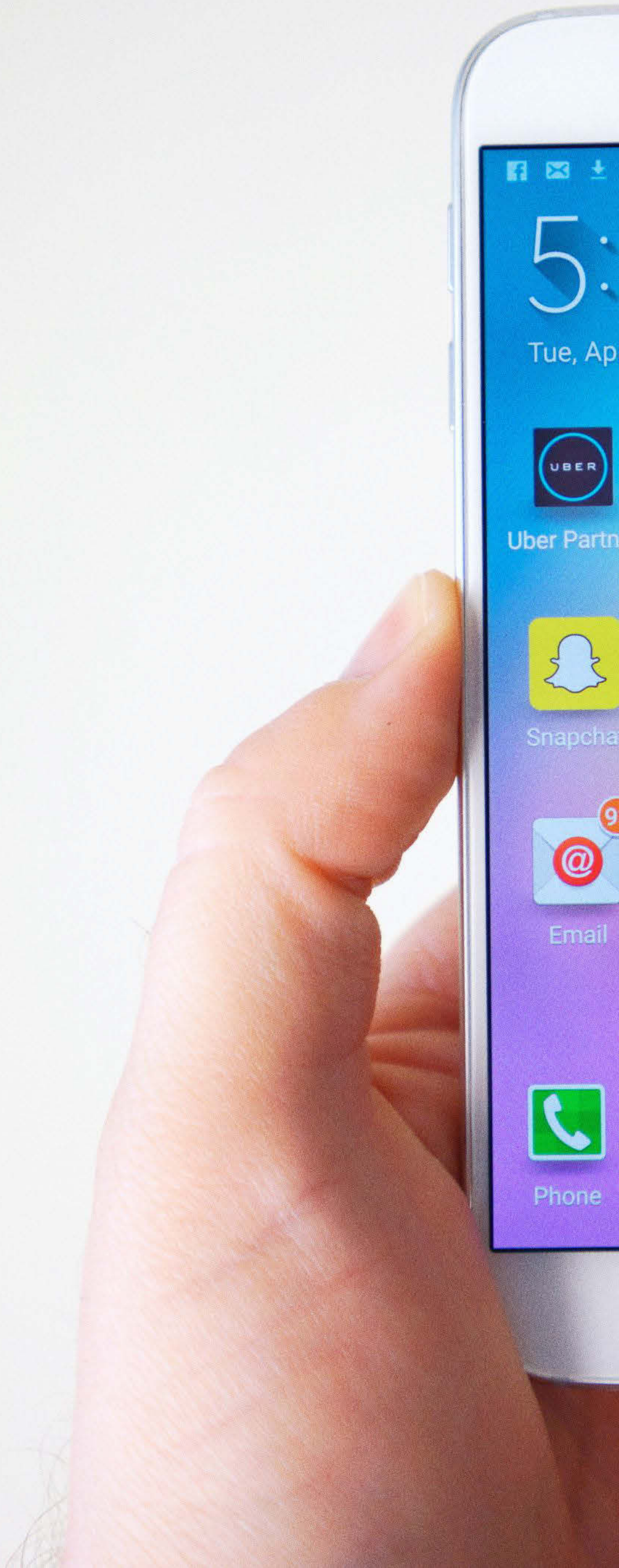
“The failure to manage the initial shipment for the Galaxy S6 series is the primary reason” for disappointing sales, said Lee Ka-keun, an analyst at KB Securities. “Demand for smartphones and other IT products were also weak.”

Samsung’s smartphone sales were also hit by a new law that was enforced in South Korea last year, which barred handset vendors from giving hefty subsidies to phone buyers. The measure has been a boon to Samsung’s rival Apple Inc., whose iPhone sales in South Korea grew. Apple’s newest models also featured larger screens that were similar in size to the Samsung phones, removing one of Samsung’s advantages.

Counterpoint Technology Market Research, a market research firm, said last month that Samsung sold 6 million Galaxy S6 and S6 Edge smartphones by the end of April, selling at a faster rate than its 2014 predecessor model.

But the research firm said the chance of Samsung's flagship models overtaking Apple's iPhone 6 series was small due to production constraints for the curved glass.

Analysts have lowered profit forecasts for Samsung in recent weeks citing the weaker-than-expected sales of its flagship smartphones. Last month, Nomura Securities cut its estimate of Samsung's smartphone shipments during the second quarter to 75 million units, down 11 percent from its earlier forecast. Other brokerages also cut their forecasts.



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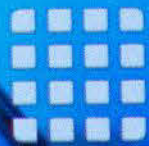
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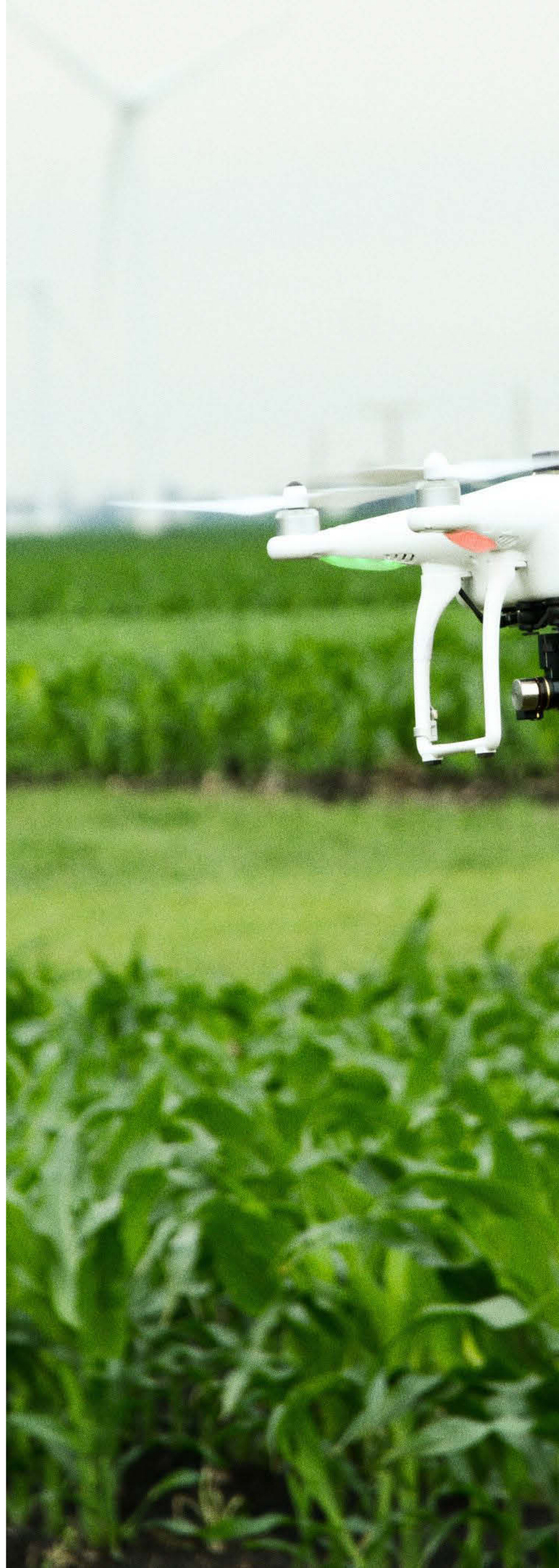
FARMERS EAGER FOR DRONES, BUT MOST CAN'T LEGALLY FLY THEM

Mike Geske wants a drone.

Watching a flying demonstration on Maryland's Eastern Shore, the Missouri farmer envisions using an unmanned aerial vehicle to monitor the irrigation pipes on his farm - a job he now pays three men to do.

The savings on labor and fuel would just be phenomenal, Geske says, watching as a small white drone hovers over a nearby corn field and transmits detailed pictures of the growing stalks to an iPad.

Nearby, farmer Chip Bowling tries his hand at flying one of the drones. Bowling, president of the National Corn Growers Association, says he would like to buy one for his Maryland farm to help him scout out which individual fields need extra spraying.





Another farmer, Bobby Hutchison, says he is hoping the man he hires weekly to walk his fields and observe his crops gets a drone, to make the process more efficient and accurate.

I see it very similar to how I saw the computer when it first started, says Hutchison, 64. It was a no-brainer.

Farmers are eager for the technology.

The small, relatively inexpensive vehicles could replace humans in a variety of ways around large farms transmitting detailed information about crops to combines and sprayers, directing them very precisely to problem spots and cutting down on the amount of water and chemicals that a farmer needs to use in those areas.

The Association for Unmanned Vehicle Systems International, a trade group, says agriculture could account for 80 percent of all commercial drone use.

Agricultural use of drones is about to take off after being grounded for years by the lack of federal guidelines. The Federal Aviation Administration has approved more than 50 exemptions for farm-related operations since January.

Companies with those exemptions say business has grown, helped by quick advances in the technology.

Bret Chilcott of Kansas-based AgEagle, which sells unmanned aerial vehicles and the software to help operate them, says his company took its first orders last year. Now it has a backlog of several hundred orders. He says the technology has transformed the market during that short period.

Last year users had to land their aircraft and then take the data to the computer, he says. Now the data appears on your iPad or hand-held device a few minutes after flight.









That data could be pictures, 3-D images of plants, thermal readings of crops or animals or other observations that a drone could make while in the air. Information that in the past took days to collect - or could not have been collected at all - can be gathered now in minutes or hours and, in some cases, integrated with separate data collected from other high-tech farm machinery.

Chilcott is optimistic that the technology to scout out problem spots so precisely will be transformative because farmers can limit spraying just to those places.

In five years we won't have to blanket a field with chemicals, he says.

Still, most farmers cannot legally fly the vehicles yet.

The FAA is working on rules that would allow the drones to be used regularly for business while maintaining certain safety and privacy standards. An FAA proposal this year would allow flight of the vehicles as long as they weigh less than 55 pounds, stay within the operator's sight and fly during the daytime, among other restrictions. Operators would have to pass an FAA test of aeronautical knowledge and a Transportation Security Administration background check.

Thomas Haun of North Carolina-based PrecisionHawk, another company with an exemption, says it is unclear what the business will look like eventually. Farmers may hire services that have unmanned aerial vehicles or every farm may get its own drone. Most likely, it will be a combination.

Haun says the proposed rules are appropriate. It's pretty spot on for where the technology is right now, he says.

Some people have concerns about the guidelines. Pilots of crop dusters and other planes that operate around farms are concerned the rules do not go far enough to ensure safety.

We can't see them, says Andrew Moore of the National Agricultural Aviation Association. His group advocated for the unmanned vehicles to include tracking systems or lights to help airplanes figure out where they are, but that was not included in the proposal.

The rules could pose some challenges for the eager farmers, too.

Geske may not be able to use drones efficiently to monitor all the irrigation pipes on his 2,100 acre Missouri farm if he has to keep them within sight. He's still interested, though. The men he hires now use a lot of fuel and their trucks tear up his land and roads.

You can wait forever on advancing technology, Geske says.







I like

at

Apple MUSIC

Like

the notorius B.I.G.
ready to die
THE REMASTER
SELF-DEPRECATING RAP SONGS
Not all hip-hop is about bragging, cars and ladies.
PLAYLIST BY APPLE MUSIC HIP-HOP

RO TO 2 CHAINZ
out the tracks that made 2 Chainz one of the most
MCs in the rap game.
BY APPLE MUSIC HIP-HOP

MINI
TAIN CALL
MINI
MINI

The 'like' phenomenon

A LOT TO 'LIKE' IN BOTH FACEBOOK AND APPLE MUSIC



HOW FACEBOOK STARTED IT AND APPLE MUSIC WILL CONTINUE IT

What do you like? Maybe you like Taylor Swift, Barack Obama and Philadelphia. Or, perhaps, you like hot dogs, Arnold Schwarzenegger and soul music... if not all six of these things. Whatever you like, you have probably used that hugely popular social networking website, Facebook, to publicly indicate your fondness for these things. As will become clearer in this article, it can be easy to underestimate the degree of influence of Facebook's 'like' function since it was introduced in 2009.

It is difficult to miss the 'like' button during even the most cursory use of Facebook. All posts made by your friends can be 'liked' - all that you need to do is click on that little icon that looks like a hand indicating "thumbs up". You can even 'like' pages dedicated to various organizations and public figures, not to mention posts produced by these pages.

There's certainly an awful lot of 'liking' happening on Facebook, then. However, for many people, this has posed the question: has this online 'liking' become a bit, well, excessive?









NOT EVERYONE GIVES A THUMBS UP TO THE THUMBS UP

We all think that we know why we regularly click that little 'thumbs up' symbol whenever we see fit. We do it to speedily show our friends what we have a preference for, in the process shaping our public identities. We also do it to keep track of fresh content that interests us; that could include new videos and songs released by our favorite musicians, or public interest stories from the local area where we live. Then, there are the opportunities to interact with celebrities and other like-minded people who use Facebook.

But does such an abundance of online 'liking' also have some less pleasant implications? This is an argument put forward by the social realist novelist Jonathan Franzen. Specifically, he has contended that Facebook's alteration of the **"the verb 'to like' from a state of mind to an action that you perform with your computer mouse, from a feeling to an assertion of consumer choice"** has exposed how consumer technology products promoted through Facebook pages can be "great allies and enablers of narcissism". British novelist Zadie Smith has expressed similar sentiments, suggesting that, **for the "self-conscious" Facebook generation, "not being liked is as bad as it gets"**.

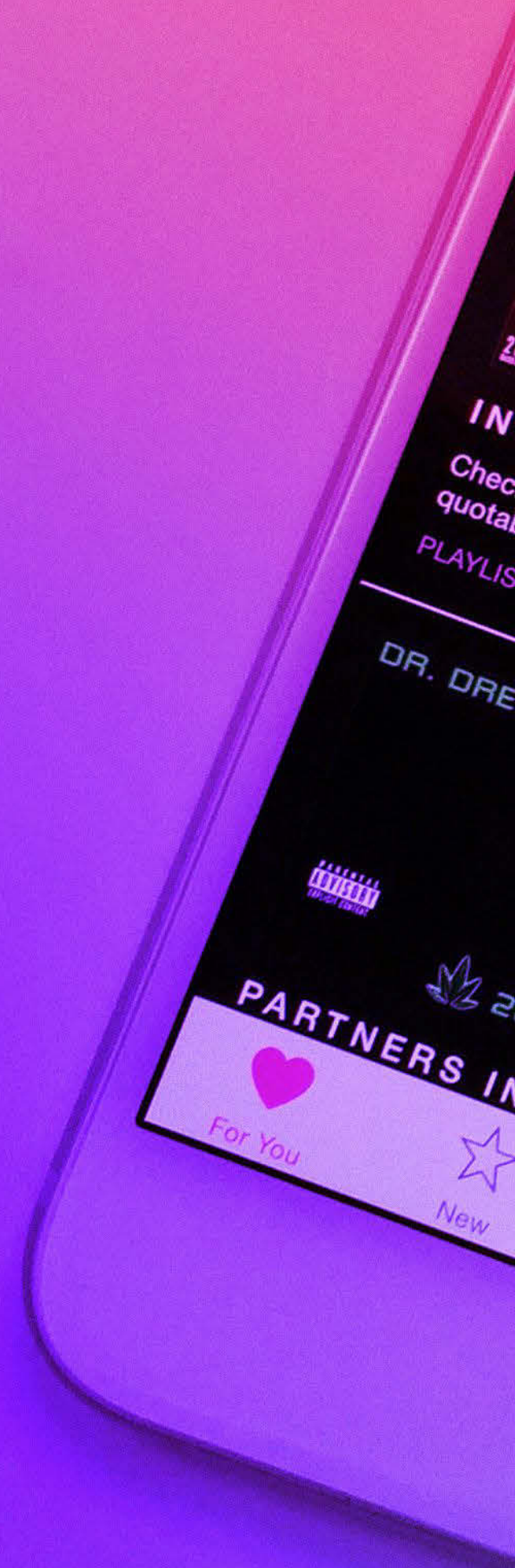
Although it seems a reflection of the huge cultural effect of the 'like' button that it has become the specific subject of serious commentary, regardless of its negativity, we reckon that the question needs to be posed: are these arguments not overstating the

case? Writing for Arts.Mic, Alexander Strecker has dismissed these arguments that "seem to posit that your entire self worth is based on garnering these precious 'likes'", pointing out that **the average person has plenty of "stronger feelings and emotions" outside the realm of Facebook and the other websites that have adopted 'like' features.**

FACEBOOK AND APPLE MUSIC BLAZING A TRAIL

Indeed, quite a lot of websites have taken up the 'like' feature, probably in reaction to its widespread use on Facebook - though not all of these platforms have used the exact same name or format for it. For instance, **in May 2011, Twitter introduced the 'Follow Button',** while **YouTube includes a 'like' button that can be clicked to add a video to a list of the user's favorites.** A further twist on the basic premise of the 'like' sees the **GPS tracking app Strava providing a 'Kudos' button** to indicate approval of other athletes' activities.

So, it seems that a distinct 'liking' trend has emerged that could continue for many years and leave a multitude of other websites and services adopting similar functions in its wake. This brings us nicely onto the subject of the most recent major service to have recognized benefits of the 'like': Apple Music. Befitting Apple's long history as a trailblazer, the company has put 'like' to many unique purposes with its new music streaming service, including some that even its most obvious competitor, Spotify, has not incorporated.



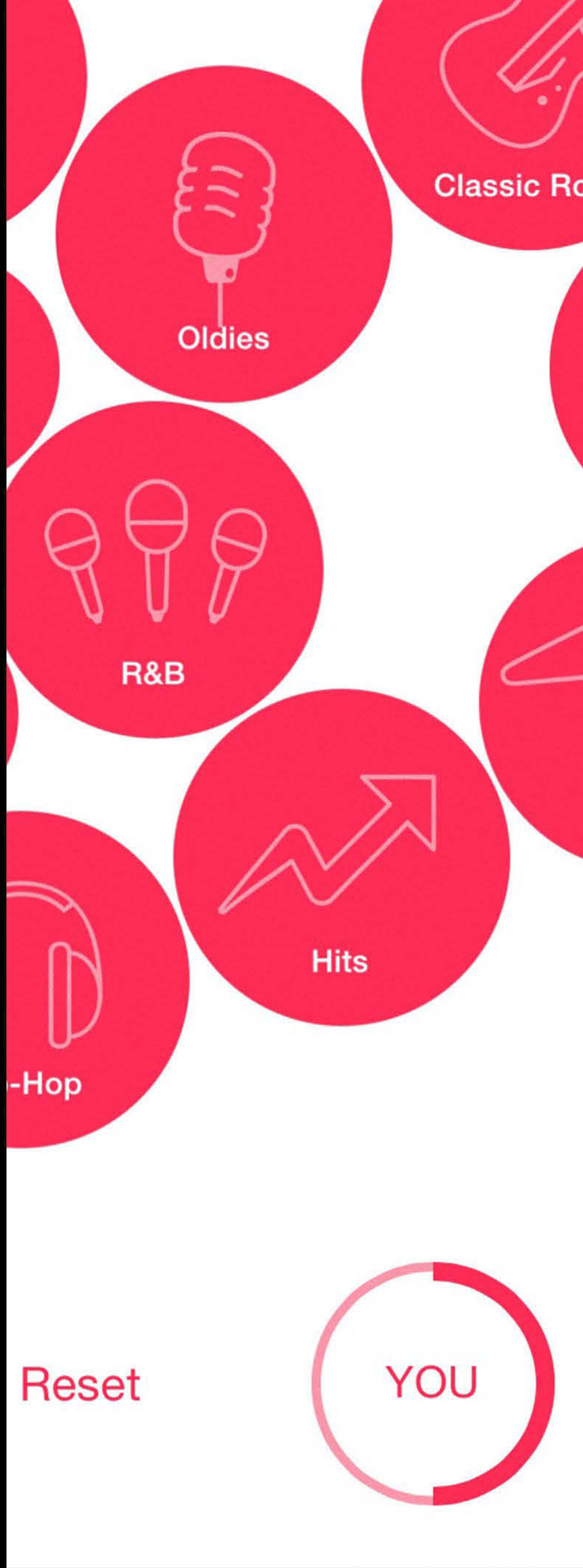


APPLE MUSIC ADDS THE HUMAN TOUCH

Apple Music has certainly been well-received on social media - **the sentiment analysis firm TheySay ran the rule over some 84,845 tweets about the service, and found 76 per cent of them to be positive.** What's more, it's clear that Apple really wants to make use of the best of today's social media functions in the new service, while nullifying some of the aspects that have drawn ire down the years from cultural critics.

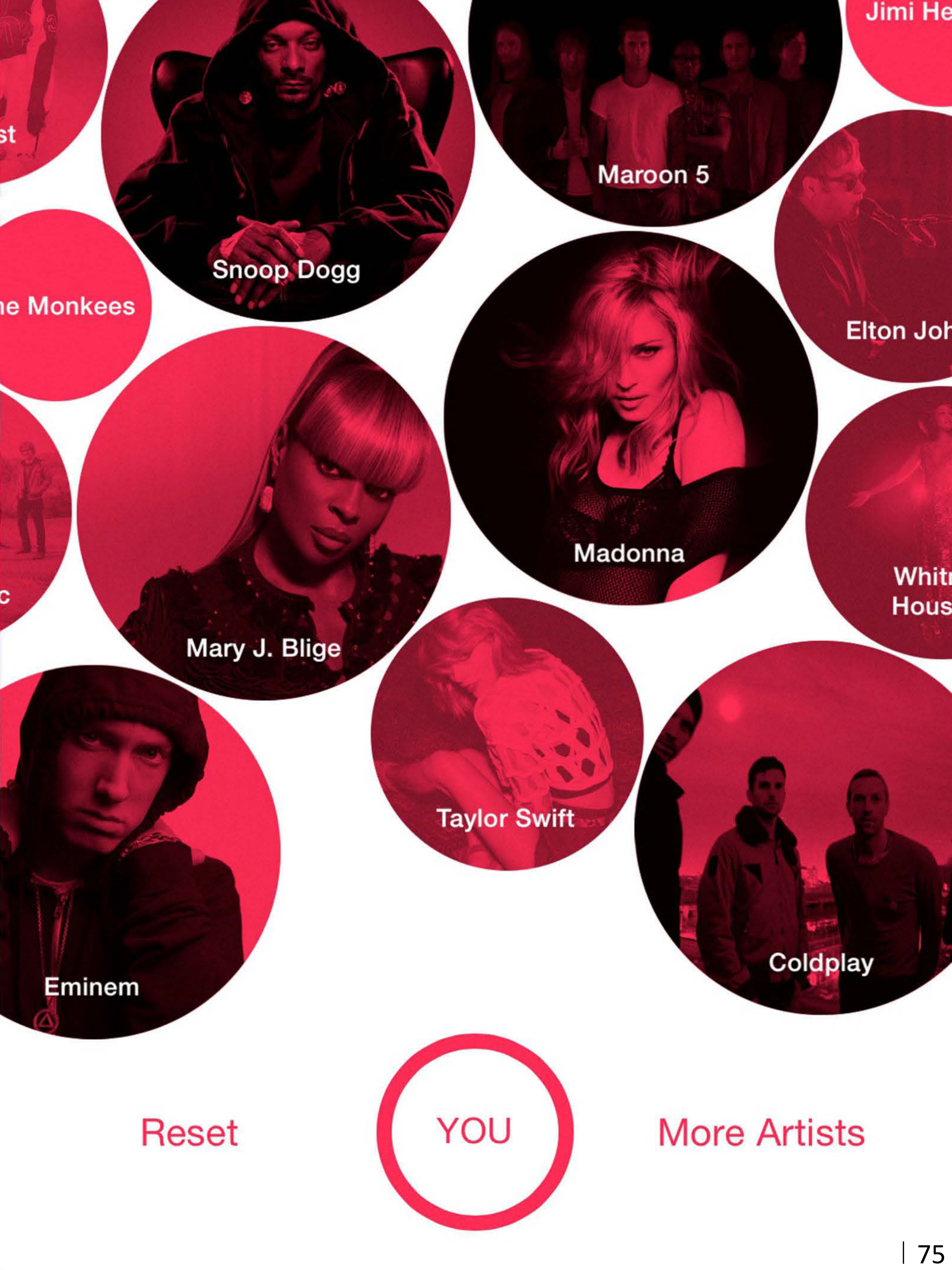
Spotify, for example, may have playlists that help to customize the experience for listeners, while sites like last.fm have their own radio functions based around various tags and genres. **But as Apple's Eddy Cue and Jimmy Iovine explained to The Loop on their own service's launch, the songs on Apple Music Radio have been hand-chosen by human curators,** rather than generated by an algorithm.

This means that rather than the somewhat random mishmash that so many other Internet 'radio' services have long thrown up, the playlists on Apple Music Radio have been put together with some thought as to what song is played and what songs are played before and after it. Cue has said that "One of the things we wanted with Apple Music was depth. We wanted you to be immersed in it when you started using it", and it's fair to say that the range of new 'like'-like functions makes that goal even more possible.



Reset

YOU



Jimi He

st

the Monkees

c

Snoop Dogg

Maroon 5

Elton Joh

Madonna

Mary J. Blige

Whitn
Hous

Taylor Swift

Eminem

Coldplay

Reset

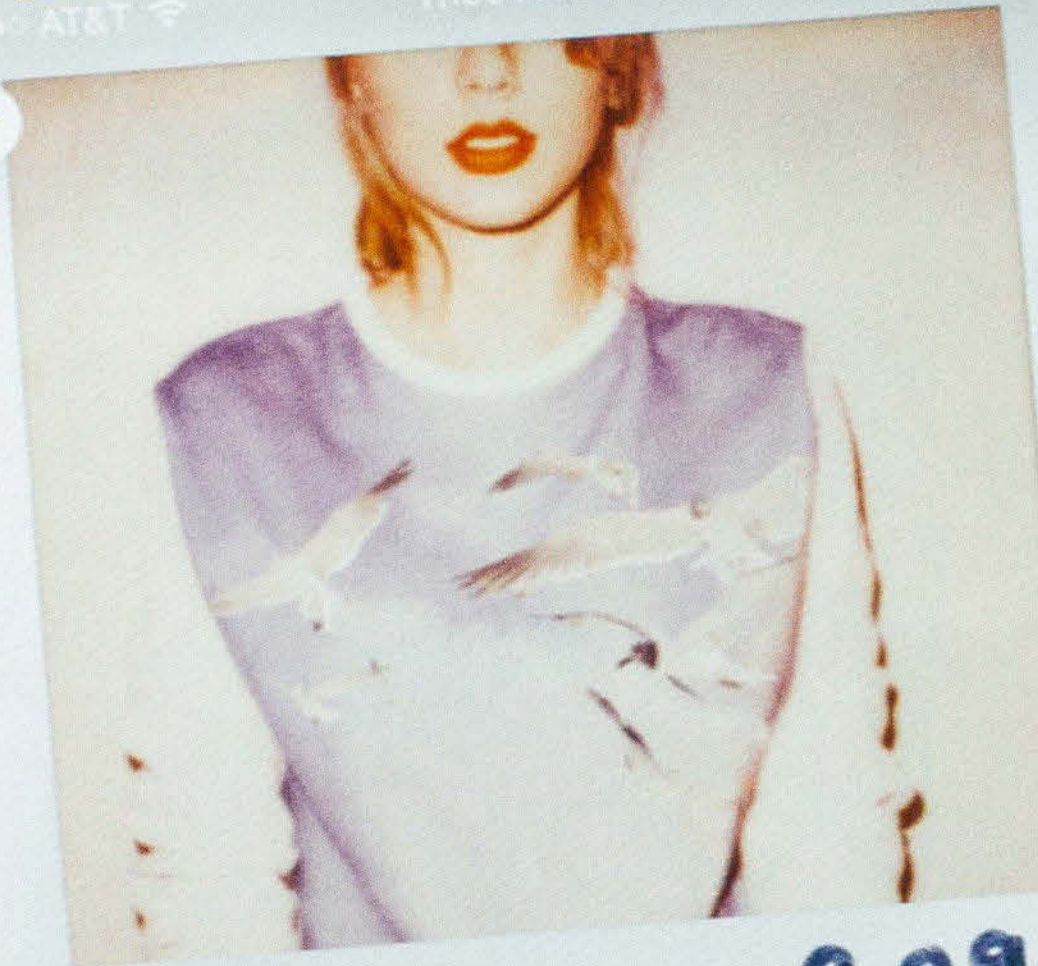
YOU

More Artists

AT&T

11:56 AM

92%



T.S.

1989

1:22

Welcome To New York

Taylor Swift — 1989



 **MUSIC**





Ray of Light

Madonna >

Pop • 1998



Basking in the glow of new motherhood, a rejuvenated Madonna returned to studio album-making with 1998's *Ray of Light*. The Material Girl of the '80s was transformed int... more

Shuffle



- | | | | |
|---|-------------------------------------|------|-----|
| 1 | Drowned World / Substitute for Love | 5:08 | ... |
| 2 | Swim | 5:00 | ... |
| 3 | Ray of Light | 5:20 | ... |
| 4 | Candy Perfume Girl | 4:36 | ... |
| 5 | Skin | 6:21 | ... |
| 6 | Nothing Really Matters | 4:26 | ... |
| 7 | Sky Fits Heaven | 4:47 | ... |
| 8 | Shanti / Ashtangi | 4:28 | ... |



0:12

Drowned W





World / Substitute for Love

Madonna — Ray of Light



HOW 'LIKES' WORK IN APPLE MUSIC

While the aforementioned use of real people behind Apple Music and its radio programming is more than welcome, it is how Apple makes use of the basic 'like' feature in new and interesting ways that will really get many people excited, not least in helping them to put together their own playlists.

Let's imagine that you are listening to one of the automated existing streaming services that are based on your favorite genre. Suddenly a certain song comes on that you like, but which you don't consider to be part of said genre. Do you 'like' it, and risk more songs appearing in the stream in future that don't fit your preferred genre? Or do you opt not to 'like' it, and potentially never hear it again?

Thankfully, Apple Music has some useful answers to quandaries like this. The aforementioned handpicking of the songs for the service's built-in Radio stations should mean that you feel less need to skip songs in any case, with fewer 'jarring' tracks than an automated selection would throw up. However, you might have also noticed the heart, or 'like' button that accompanies every radio song you play.

The great thing about this function is that you can tap it to indicate your fondness for the song, but thanks to the human curation of the playlist in favor of the traditional tuning algorithm, doing so will have no effect whatsoever on the songs that you hear on that radio station in the future.

CUSTOMIZATION VIA 'FOR YOU'

That said, there is one section of Apple Music that is influenced by your tapping of the heart - 'For You'. This is the part of the service that caters for your more individual tastes through the assembly of custom albums, playlists and songs. For You keeps track of the music that you introduce to your library, as well as the songs that you play all the way through.

Head into For You to further tune this section by tapping and holding onto recommended albums that you dislike and selecting 'I Don't Like This Suggestion' in the resultant popup menu. This will teach Apple Music more about your tastes. You can also build your own station by tapping the 'Start Station' option for a particular band or song. This swaps the heart for a star, which you can tap to reveal 'Play More Like This' and 'Play Less Like This' options. These preferences are then reflected in what you hear on that station in future.



Reset

s what you're into.

genres you like, or twice on the ones you
less and hold the ones you don't.



< For You

Depeche Mode: Deep Cuts

Playlist by Apple Music Alternativ

24 Songs



These album cuts reveal the Depeche Mode we don't see on their singles, delving into the band's lo-fi beginnings, their dark and complex mid-career tunes, and the greatest

Shuffle



Lie to Me

Depeche Mode



A Question of Time

Depeche Mode



Clean

Depeche Mode



Love, In Itself

Depeche Mode



Judas

Depeche Mode



Nothing (2006 Remastered)

Depeche Mode



Something to Do

Judas



Faith and Devotion (Remastered 2006) [With Bonus Video] — Judas



For You



New



Radio



Connect



alphaVille

Forever

0:20





OK, Chris, I'll remember that you like this song.

'LIKE' IS FIRMLY HERE TO STAY

The 'like' phenomenon may not have been, well, 'liked' by absolutely everyone over the years, but there's absolutely no sign that it will go anywhere any time soon. Indeed, if the latest developments to the tried-and-tested 'like' formula in Apple Music are anything to go by, it will remain a key part of our lives for many years to come. But if you are one of those people who have always loved to 'like'... well, you have got a huge amount to get excited about with the Cupertino giant's new music service. ■

by Benjamin Kerry & Gavin Lenaghan

Forever Young
Lumineers — Forever Young

-3:27



Listen Now



DARTMOUTH CONTESTS SHOWCASE COMPUTER-GENERATED CREATIVITY

Can an algorithm pass for an author Can a robot rock the house A series of contests at Dartmouth College is about to find out.

Dartmouth is seeking artificial intelligence algorithms that create human-quality short stories, sonnets and dance music sets that will be pitted against human-produced literature, poetry and music selections. The judges won't know which is which.

The goal is to determine whether people can distinguish between the two, and whether they might even prefer the computer-generated creativity.

Historically, often when we have advances in artificial intelligence, people will always say, 'Well, a computer couldn't paint a sunset,' or 'a computer couldn't write a beautiful love sonnet,' but could they That's the question,

said Dan Rockmore, director of the Neukom Institute for Computational Science at Dartmouth.

Rockmore, a mathematics and computer science professor, spun off the idea for the contests from his experience riding a stationary bike. He started thinking about how the music being played during his spin class helped him pedal at the right the pace, and he was surprised when the instructor told him he selected the songs without the help of computer software.

I left there thinking, 'I wonder if I could write a program that did that, or somebody could' he said. Because that is a creative act - a good spin instructor is a total artist. It sort of opened my mind to thinking about whether a computer or algorithm could produce something that was indistinguishable from or even perhaps preferred over what the human does.

The competitions are variations of the Turing Test, named for British computer scientist Alan Turing, who in 1950 proposed an experiment to determine if a computer could have humanlike intelligence. The classic Turing test involves intelligent computer programs that can fool a person carrying on a conversation with it, and there have been many competitions over the years, said Manuela Veloso, professor of computer science and robotics at Carnegie Mellon University and past president of the Association for the Advancement of Artificial Intelligence.

There also have been many efforts to create computer programs that can generate music or text, she said. The Associated Press, for example, recently began using computer programs to automatically generate business earnings reports and plans to do the same for college sports stories.

What sets the Dartmouth contests apart is the evaluation by judges who will try to





determine whether the work was generated by computers or humans and whether people prefer the computer-generated work, Veloso said. She said it will be interesting to see who does the judging - fooling a publisher with a computer-generated short story would be more significant than fooling the average reader, for example.

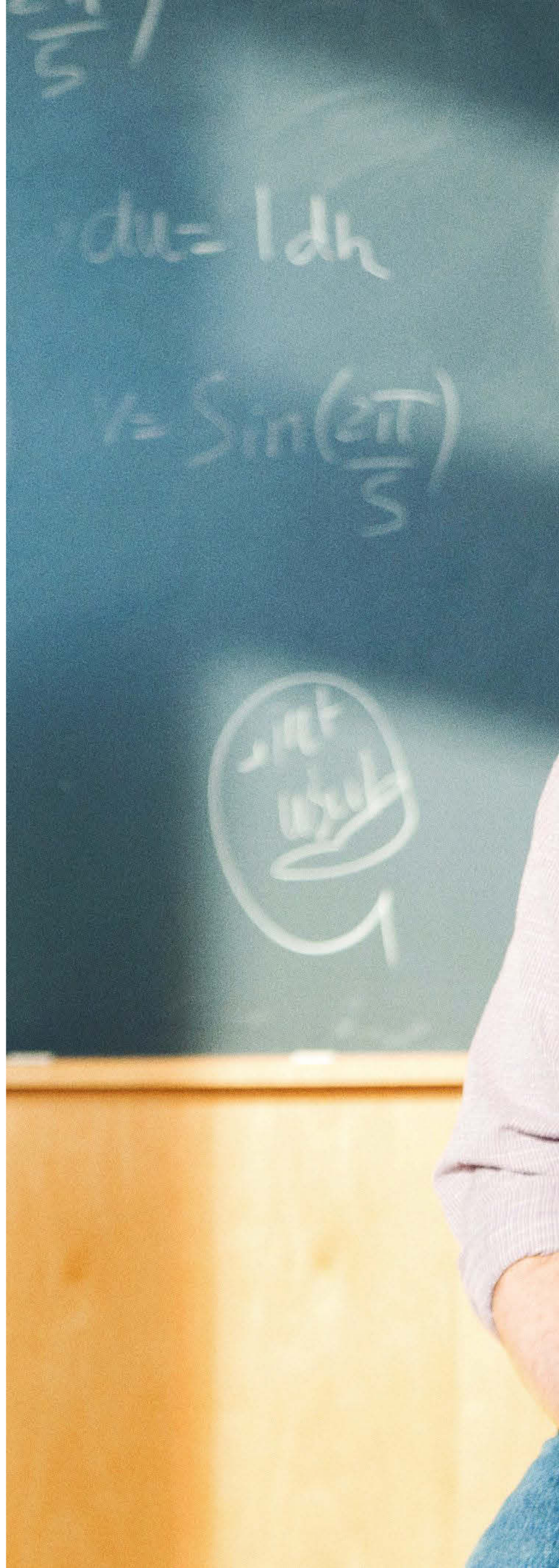
The contests, dubbed DigiLit, PoetiX and Algorhythms, will run through the upcoming academic year, with prizes awarded in April. For both writing contests, if a computer-generated story or poem is scored as human by a majority of judges, the creators will win \$5,000, and a prize of \$3,000 will be awarded to the team that enters the best software. In the music contest, six finalists will compete against human disc jockeys during a dance party, selecting music from a list of 1,000 tracks that will be released just before the competition. The prize again will be \$3,000.

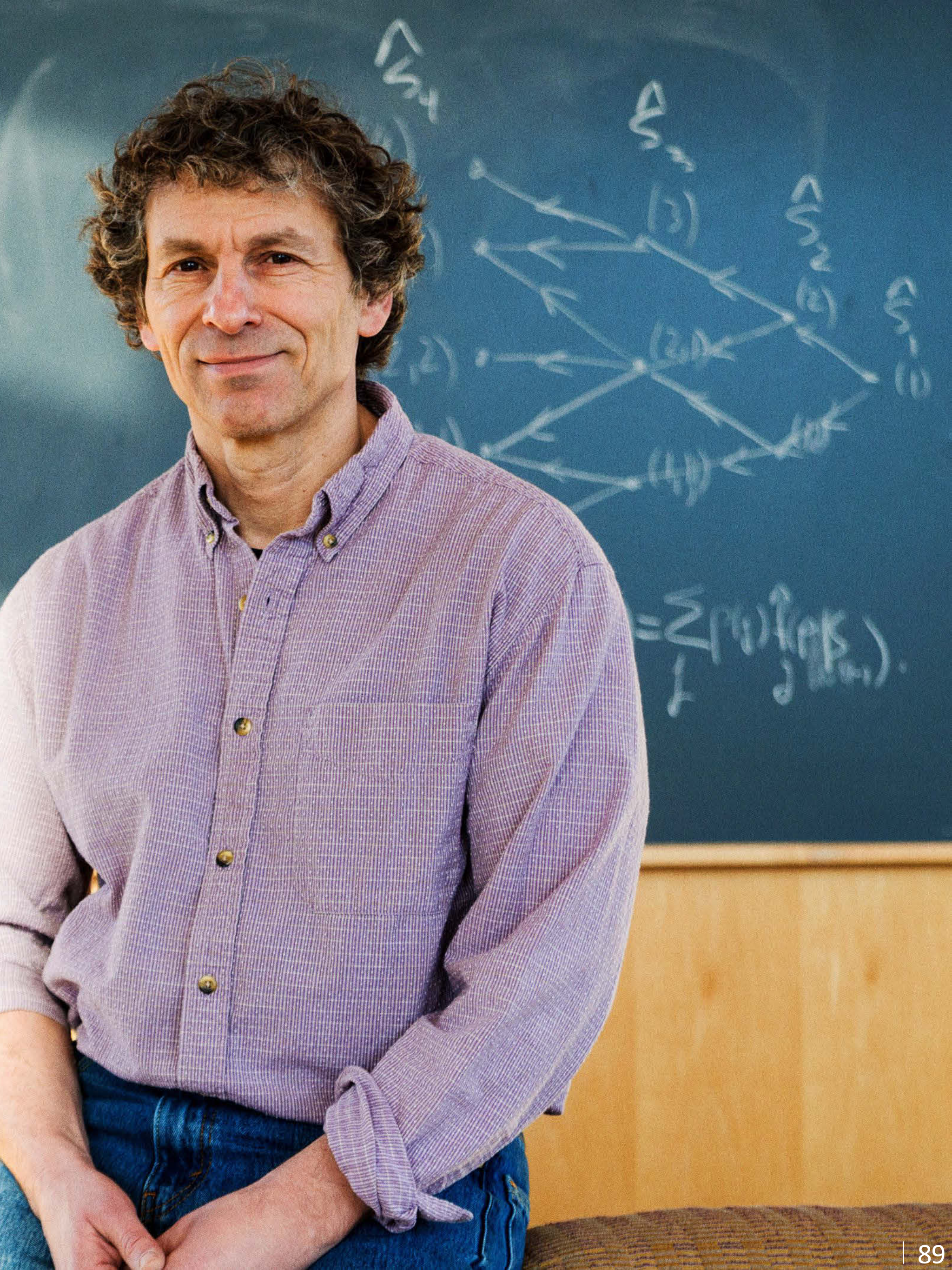
Both the human DJs and the computers will be hidden from view of the dance floor, Rockmore said.

Roughly the way we have it imagined is like a 'Wizard of Oz' scenario - there's a curtain, and there could be someone behind there or not, he said. Then people will score it, human or machine.

The contests aren't intended to be dismissive of imagination, Rockmore said. Rather, he views them as another way of investigating the neuroscience of creativity and human taste.

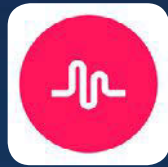
It's a challenge to produce a moving piece of literature, and I think in challenging yourself to try to do it, it makes you think hard about what moves you about a story, what goes into making a story, he said. Thinking hard about those questions has a long tradition in the humanities, so it's just another way in which we can bring another lens to that, not in order to replace it but just to honestly consider it.





TOP Free Apps

iOS



#01 – musical.ly

By Jun Zhu

Category: Photo & Video

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#02 – Facebook Messenger

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#03 – Facebook

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#04 – Layout from Instagram

By Instagram, Inc.

Category: Photo & Video

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#05 – YouTube

By Google, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#06 – Instagram

By Instagram, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#07 – Snapchat

By Snapchat, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#08 – Pandora Radio

By Pandora Media, Inc.

Category: Music

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



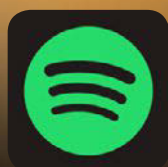
#09 – Google Maps

By Google, Inc.

Category: Navigation

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#10 – Spotify Music

By Spotify Ltd.

Category: Music

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#01 – OS X Yosemite

By Apple

Category: Utilities

Compatibility: OS X 10.6.8 or later

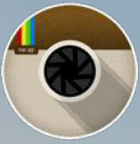


#02 – Xcode

By Apple

Category: Developer Tools

Compatibility: OS X 10.8.4 or later



#03 – App for Instagram

By Joacim Ståhl

Category: Social Networking

Compatibility: OS X 10.7 or later, 64-bit processor



#04 – Dr. Cleaner

By Trend Micro

Category: Utilities

Compatibility: OS X 10.9 or later, 64-bit processor



#05 – Microsoft OneNote

By Microsoft Corporation

Category: Productivity

Compatibility: OS X 10.9 or later



#06 – Microsoft Remote Desktop

By Microsoft Corporation

Category: Business

Compatibility: OS X 10.7 or later, 64-bit processor



#07 – Kindle

By AMZN Mobile LLC

Category: Reference

Compatibility: OS X 10.6 or later



#08 – Slack

By Slack Technologies, Inc.

Category: Business

Compatibility: OS X 10.6 or later, 64-bit processor



#09 – The Unarchiver

By Dag Agren

Category: Utilities

Compatibility: OS X 10.6.0 or later



#10 – Fotor Photo Editor

By Chengdu Everimaging Science and Technology Co., Ltd

Category: Photography

Compatibility: OS X 10.7 or later, 64-bit processor

TOP Free Apps

Mac OS X

TOP Paid Apps

iOS



#01 – Minecraft – Pocket Edition

By Mojang

Category: Games / Price: \$6.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#02 – Heads Up!

By Warner Bros.

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#03 – Lifeline...

By 3 Minute Games, LLC

Category: Games / Price: \$2.99

Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#04 – THE GAME OF LIFE Classic Edition

By Electronic Arts

Category: Games / Price: \$0.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#05 – Plague Inc.

By Ndemic Creations

Category: Games / Price: \$0.99

Requires iOS 4.3 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#06 – 7 Minute Workout Challenge

By Fitness Guide Inc

Category: Health & Fitness / Price: \$2.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#07 – Akinator the Genie

By Elokence

Category: Entertainment / Price: \$1.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#08 – Afterlight

By Afterlight Collective, Inc

Category: Photo & Video / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#09 – Halo: Spartan Strike

By Microsoft Corporation

Category: Games / Price: \$2.99

Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5 and iPhone 6.



#10 – Soccer Physics

By Otto-Ville Ojala

Category: Games / Price: \$0.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#01 – GarageBand

By Apple

Category: Music / Price: \$4.99

Compatibility: OS X 10.9 or later



#02 – Paste – Clipboard history manager

By Dmitry Obukhov

Category: Productivity / Price: \$6.99

Compatibility: OS X 10.9 or later, 64-bit processor



#03 – AntiVirus Sentinel Pro

By Calin Popescu

Category: Utilities / Price: \$9.99

Compatibility: OS X 10.7 or later, 64-bit processor



#04 – Duplicate Photos Fixer Pro

By Systweak Software

Category: Photography / Price: \$0.99

Compatibility: OS X 10.7 or later



#05 – OS X Server

By Apple

Category: Utilities / Price: \$19.99

Compatibility: OS X 10.9.5 or later



#06 – Disk Doctor

By FIPLAB Ltd

Category: Utilities / Price: \$2.99

Compatibility: OS X 10.7.3 or later, 64-bit processor



#07 – Final Cut Pro

By Apple

Category: Video / Price: \$299.99

Compatibility: OS X 10.10.2 or later, 64-bit processor



#08 – GRID 2 Reloaded Edition

By Feral Interactive Ltd

Category: Games / Price: \$14.99

Compatibility: OS X 10.9.2 or later



#09 – Logic Pro X

By Apple

Category: Music / Price: \$199.99

Compatibility: OS X 10.8.4 or later, 64-bit processor



#10 – Pixelmator

By Pixelmator Team

Category: Graphics & Design / Price: \$29.99

Compatibility: OS X 10.9.5 or later, 64-bit processor

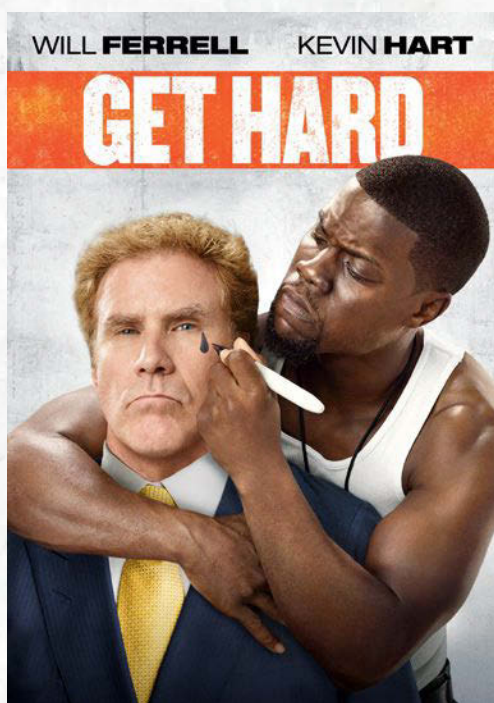
TOP Paid Apps

Mac OS X

iTunes

Review

*Movies
& TV Shows*



iTunes Preview



by Etan Cohen
Genre: Comedy
Released: 2015
Price: \$19.99



234 Ratings



Get Hard

Millionaire hedge fund manager James King (Will Ferrell) is found guilty of fraud and sentenced to a decade's stretch in San Quentin. With just 30 days to get his affairs in order, he turns to his car washer, Darnell Lewis (Kevin Hart), for help to toughen up for life behind bars. Lewis, however, has never even received a parking ticket - let alone been to prison.

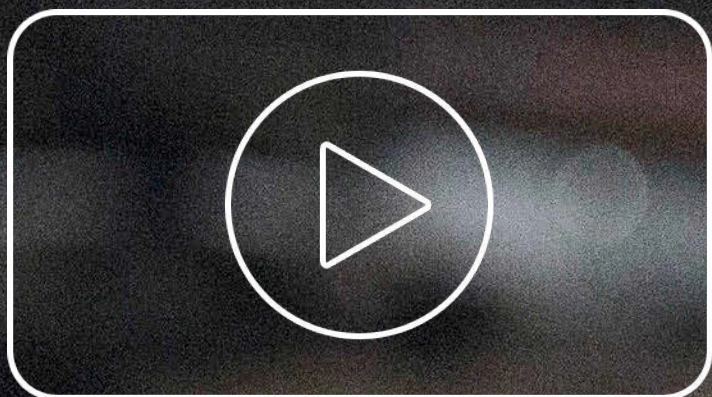
FIVE FACTS:

1. Get Hard is Etan Cohen's directorial debut.
2. Other cast members include Alison Brie, Edwina Findley, Craig T. Nelson and T.I.
3. Principal photography took place from March to May 2014.
4. Scenes were shot at the Mercedes-Benz Superdome in New Orleans.
5. The movie **grossed \$106,067,166 worldwide.**



Trailer

See more in
iTunes



Interview with Kevin Hart and Will Ferrell



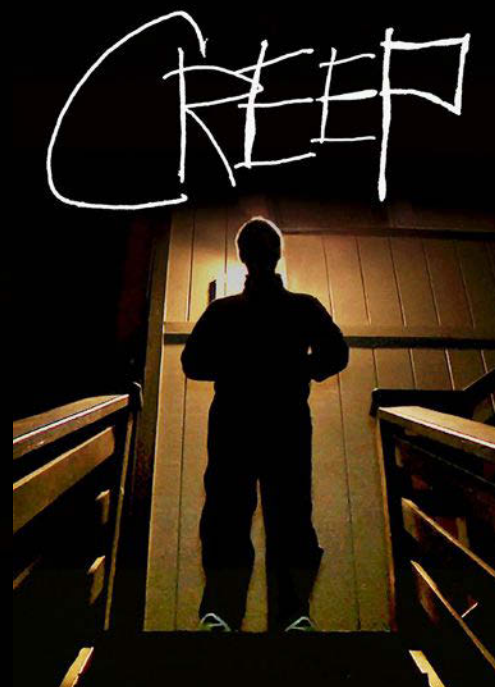


Creep

Patrick Brice plays Aaron, a optimistic videographer who answers an ad posted on Craigslist by Josef (Mark Duplass). It's an ostensibly innocent setup at first, with Josef asking Aaron to record footage of him to be viewed by his unborn son after he dies. However, as the day goes on, Josef behaves increasingly strangely, causing Aaron's fears to rise.

FIVE FACTS:

1. Creep is produced, written by and stars Brice and Duplass, with Brice directing.
2. The film is also Brice's directorial debut.
3. **Its world premiere was at South by Southwest 2014.**
4. The movie's original title was Peachfuzz.
5. As Duplass explained the name change, **"if you call the film Peachfuzz, you spend the first half hour trying to figure out why the movie is called Peachfuzz and you can't pay attention to the very intricate details."**



iTunes Preview

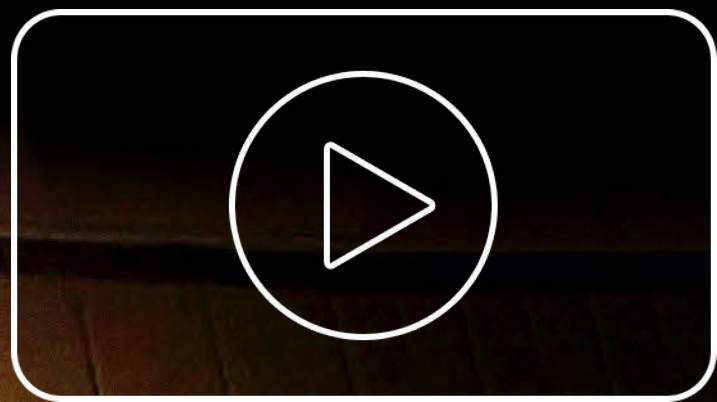


by Patrick Brice
Genre: Horror
Released: 2015
Price: \$9.99

★★★★★
135 Ratings

Rotten Tomatoes
 92%

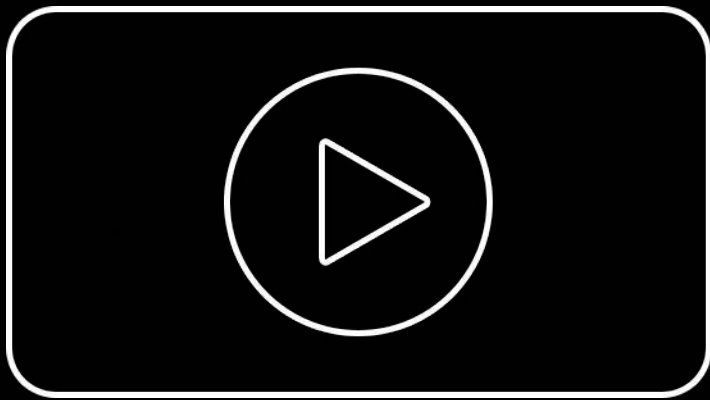
KEEF



Trailer



RE



Interview with Mark Duplass and Patrick Brice



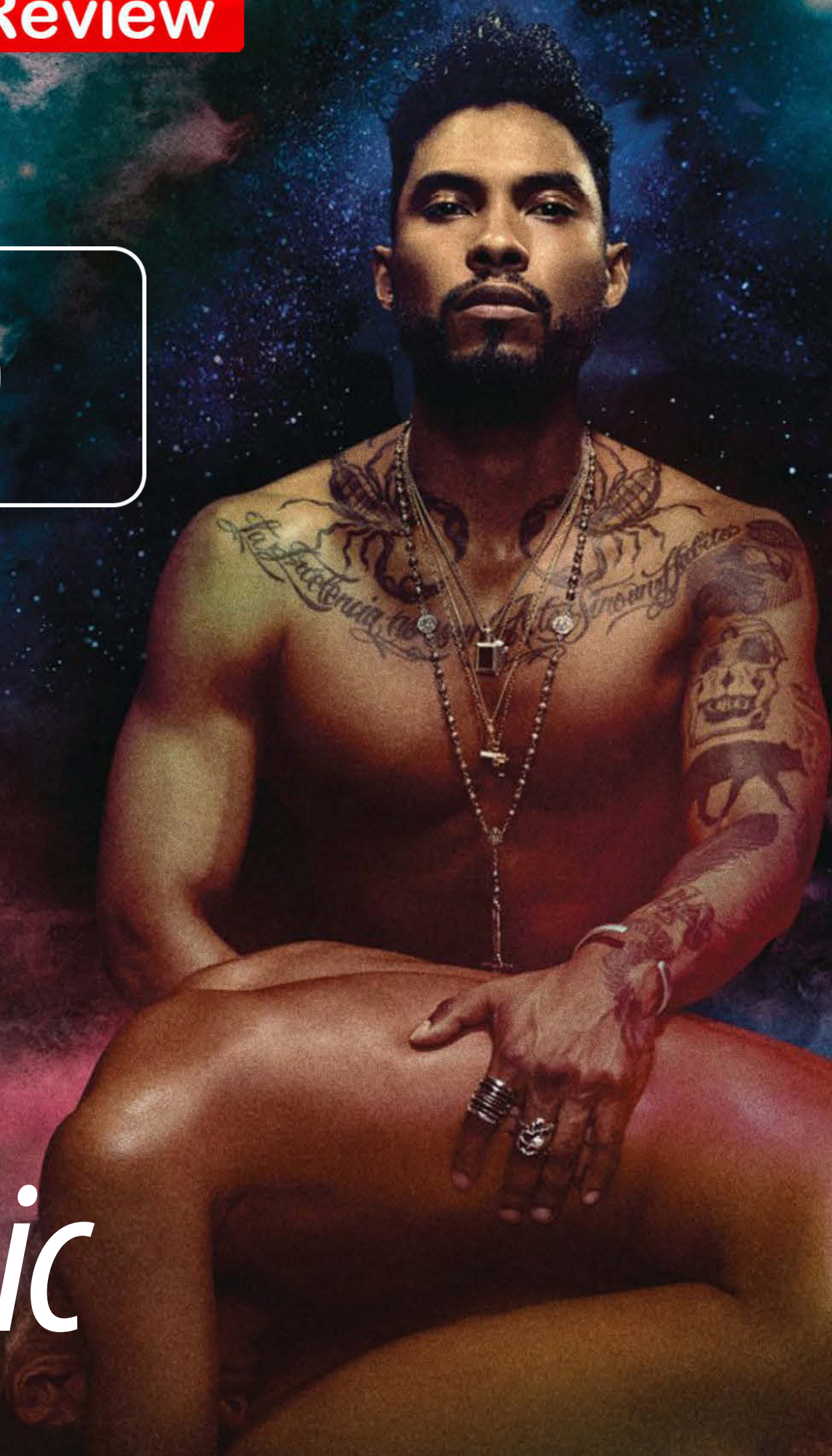
iTunes

Review



Coffee

Music





iTunes Preview



Genre: R&B/Soul
Released: Jun 26, 2015
16 Songs
Price: \$12.99

★★★★★
441 Ratings

Wildheart (Deluxe)

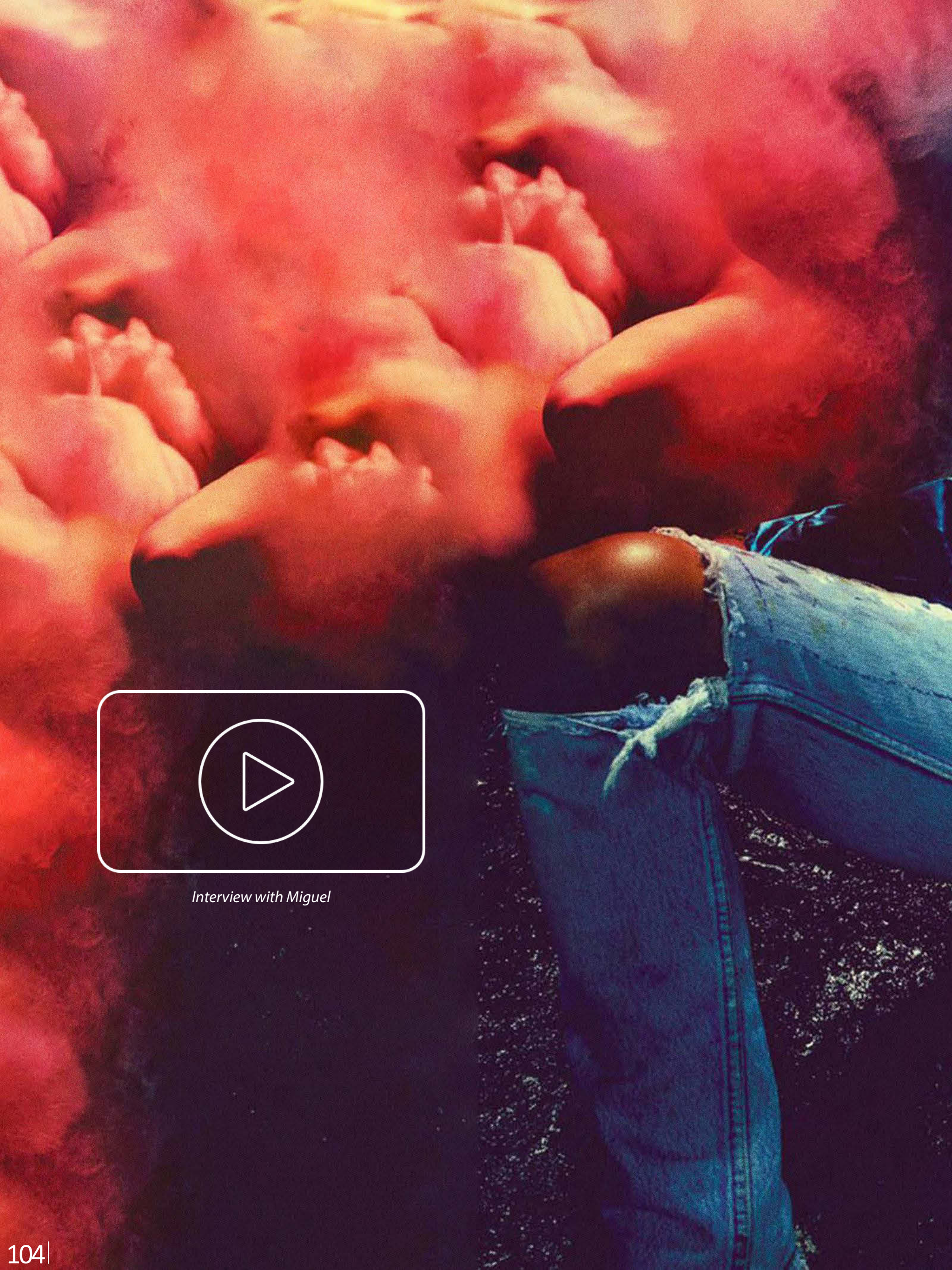
Miguel

The 29-year old R&B ace's first studio album since 2012's Kaleidoscope Dream focuses on the artist's desire to show, in the words of RCA executive Mark Pitts Gambles, that he is "wild, funny, edgy and love[s] women." The album's universally warm critical reception - including for lead single "Coffee" - should go some way to fulfilling those aims.

FIVE FACTS:

1. Miguel is the stage name of Miguel Jontel Pimentel.
2. He was born on October 23, 1985 in Los Angeles, California.
3. His debut album, All I Want Is You, was released in 2010.
4. His music has been described by About.com editor Mark Edward Nero as "**eclectic, artsy R&B-pop.**"
5. The artist has cited Prince, Jimi Hendrix, David Bowie, Freddie Mercury and Kanye West among his musical influences.

See more in
iTunes



Interview with Miguel



Magic Mike XXL (Original Motion Picture Soundtrack)

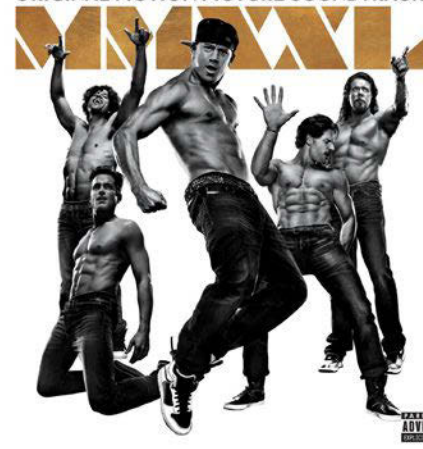
Various Artists

The hit sequel to the 2012 comedy-drama film Magic Mike - loosely based on the experiences of its star, Channing Tatum, during his time as an 18-year old stripper in Tampa, Florida - also has an entirely befitting soundtrack. It features songs by such stars as Matt Bomer, Donald Glover, Backstreet Boys, Jodeci and Ginuwine.

FIVE FACTS:

1. Magic Mike XXL is directed by Gregory Jacobs and stars Tatum, Bomer and Joe Manganiello.
2. Tatum plays "Magic Mike" Lane, who hits the road to Myrtle Beach with the remaining Kings of Tampa for one last blow-out performance.
3. Other members of the cast include Kevin Nash, Adam Rodriguez, Elizabeth Banks and Glover.
4. The soundtrack also features contributions from Nick Waterhouse, Bando Jones, Jacquees and R. Kelly.
5. Magic Mike XXL **finished fourth in the box office in its opening weekend, behind Jurassic World, Inside Out and Terminator Genisys.**

ORIGINAL MOTION PICTURE SOUNDTRACK



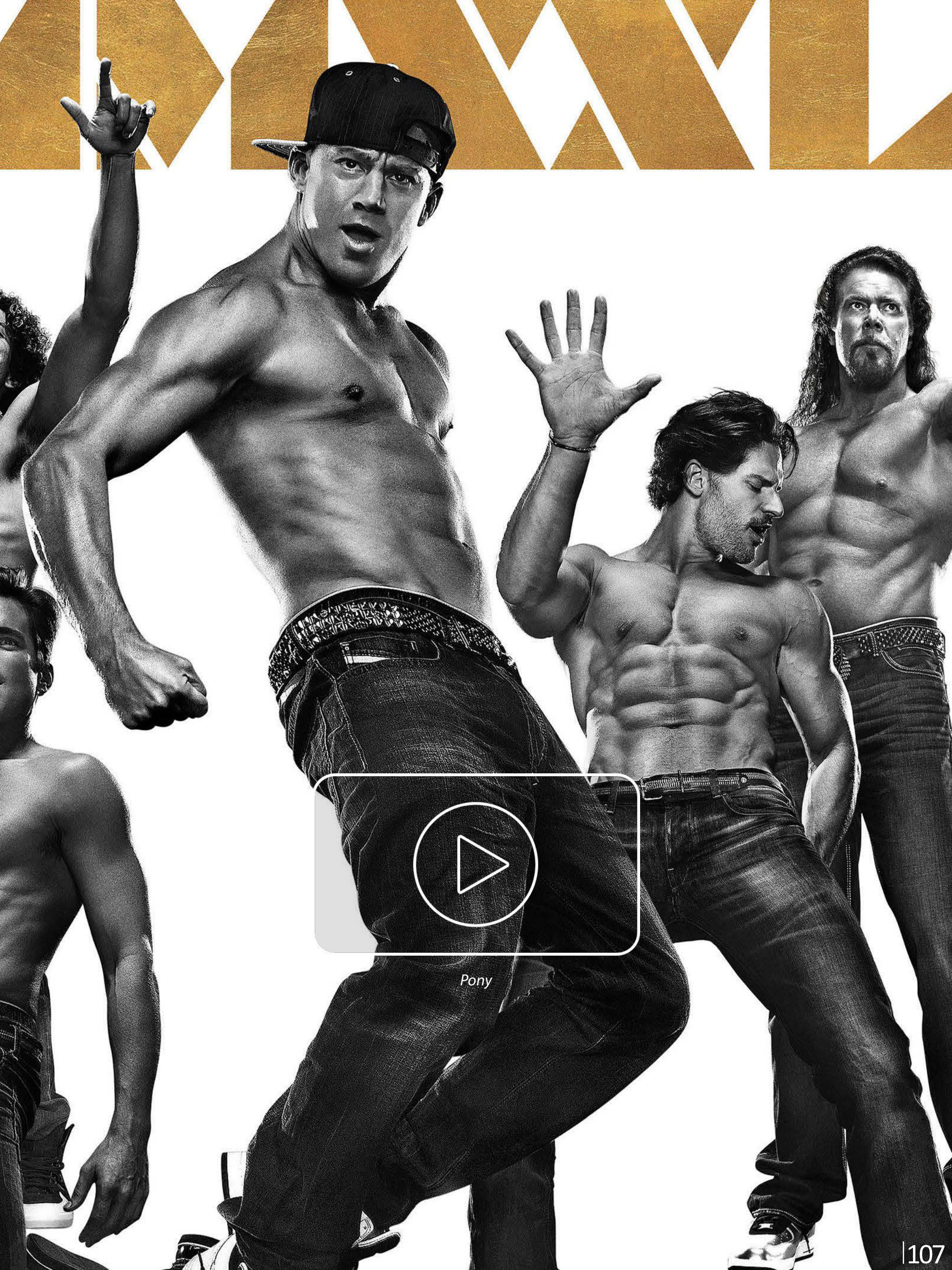
iTunes Preview



Genre: Soundtrack
Released: Jun 30, 2015
14 Songs
Price: \$10.99

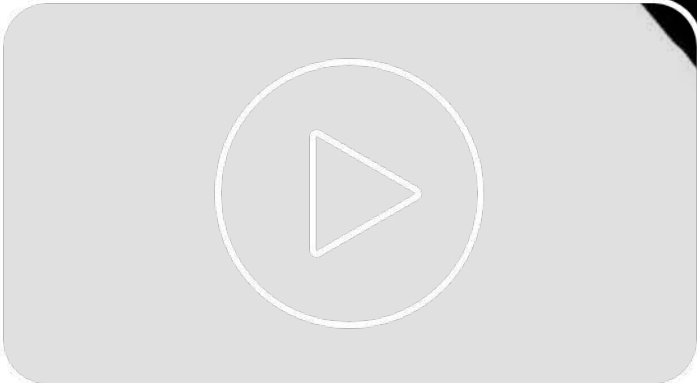


118 Ratings



Pony





Heaven

OWNER OF 'TETRIS' RIGHTS TAKES HAWAII HOME, RANCH OFF GRID

High above the bustling city of Honolulu, in a quiet, exclusive hillside neighborhood where some of the island's wealthiest residents live, there is an extravagant home that's not quite like the others.

The 6,000-square-foot house has a view overlooking Diamond Head, Waikiki and the Pacific Ocean, and two Tesla cars in the driveway. It's not the two electric cars that set the property apart from its swanky neighbors.

The difference is that this solar-powered home is completely energy independent.

Homeowner Henk Rogers, 61, hopes the technology he is using in his home can help make other homes across Hawaii - and the world - energy independent as well.

Rogers is famous for discovering the video game Tetris more than 20 years ago. He now manages the worldwide rights for the game along with his business partner, Alexey Pajitnov, who wrote the program.

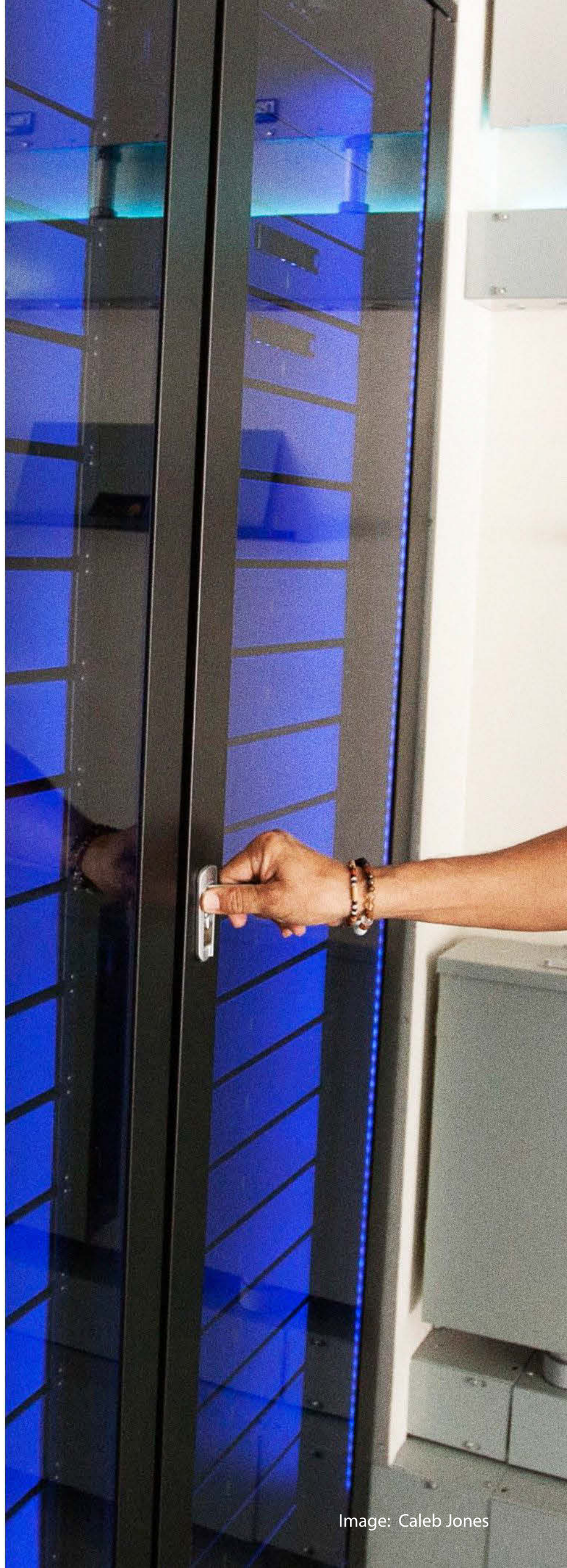
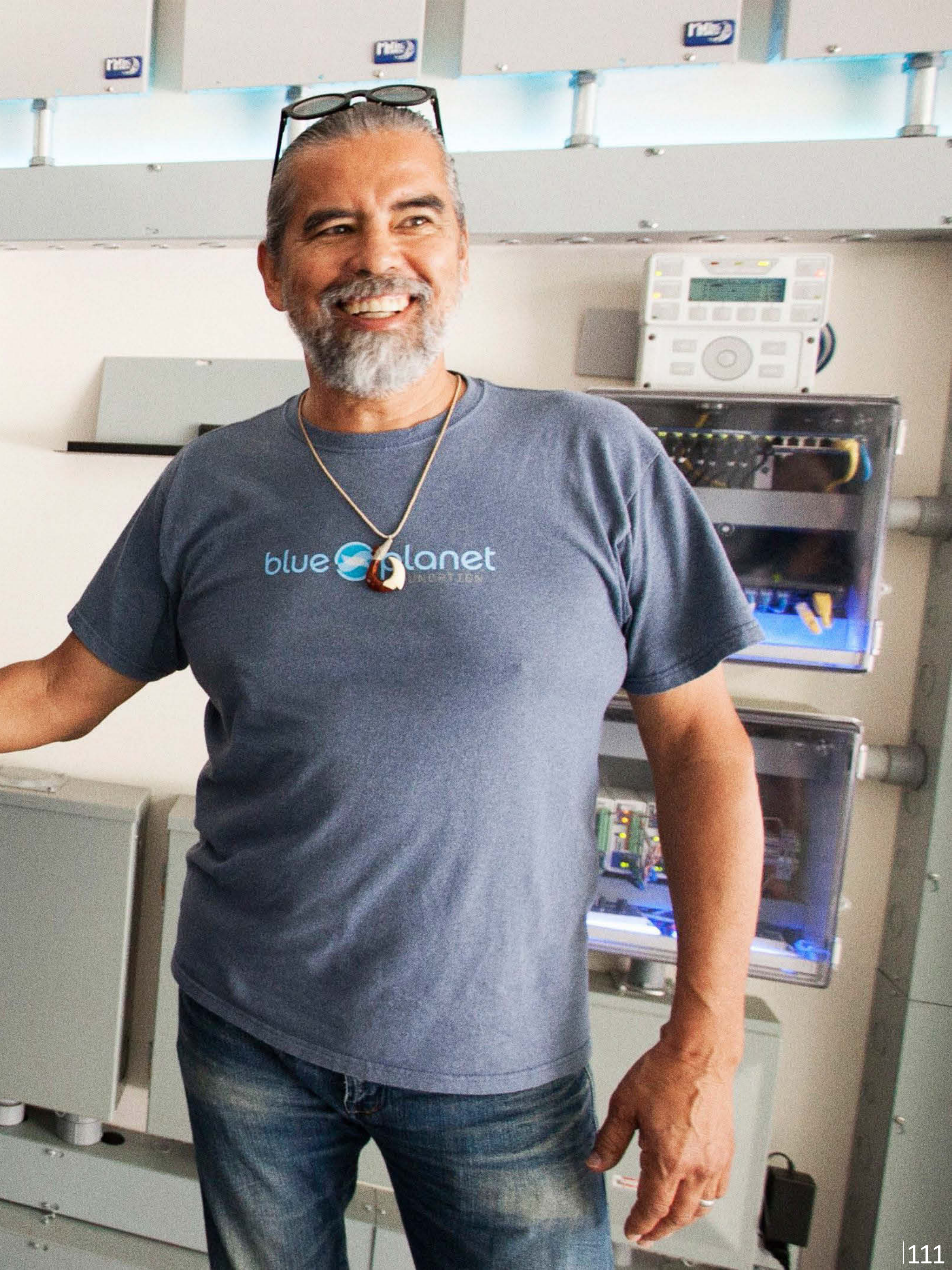


Image: Caleb Jones







If you're going to clean up the world, first of all you have to clean your own room, Rogers said, referring to Hawaii, which has some of the highest energy costs in the nation.

Rogers will announce his new company, Blue Planet Energy Systems, on Monday. The new venture, which will sell and install battery systems for homes and businesses running on solar technology, plans to begin sales on Aug. 1. He declined to say how much the systems would cost, but said there will be a five- to seven-year return on the investment for a typical project that his company will install.

The Blue Ion system, which Rogers has been testing in his home for the last year, uses Sony lithium iron phosphate batteries, which can last for 20 years and do not require cooling, he says.

Partnering with Sony, Rogers believes the batteries can be a solution to the long-standing problem of storing the sun's energy and helping lower energy costs in Hawaii.

Sony has been developing lithium ion batteries since 1991, and the units being used in Rogers' home are top of the line.

The batteries store energy from solar panels, allowing people to use it at night without having to rely on expensive energy from the grid.

Rogers' company will sell and install the battery systems for commercial and residential use, supplying everything from the housing to the software to monitor and maintain the systems.

Robert Harris, a spokesman for the Alliance for Solar Choice, a solar advocacy group, said consumers haven't had much call to invest in battery storage systems because of the cost and incentive programs that encourage people to stay linked to the grid. Harris, who is also the director of public policy at Sunrun, a solar equipment supplier in Honolulu, said homeowners with solar panels typically put energy into the grid and take it back as needed, something called net metering.



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A lot of energy can be put into the grid right now, so it hasn't been a big incentive necessarily for a homeowner to invest in storage, Harris said. That could change in the next few months with several new systems besides Rogers' expected to hit the market.

These products will be capable of storing and putting out energy on a daily basis at a fairly reasonable price point, Harris said.

Rogers, who also owns a ranch on Hawaii's Big Island that is energy independent, said he had an epiphany after suffering a heart attack and near-death experience in 2006.

While recovering, he decided he would take advantage of the second chance. Rogers read about the possibility of losing all the coral reefs in the world because of ocean acidification, which has been linked to climate change and rising carbon in oceans.

We're going to end the use of carbon-based fuel, and that is my mission No. 1, he said.

Rogers is the founder and chairman of the Blue Planet Foundation, an organization that promotes clean energy alternatives and lobbies politicians to change policy.

Recently, the foundation created a book of children's drawings and letters pleading for state lawmakers to mandate Hawaii become energy independent. He made sure the books were valued at under \$25, the maximum amount a lawmaker can receive as a gift, and delivered a copy to every lawmaker in Hawaii.

This has got to be a message from the children because it's the children's world we are trying to save, Rogers said.

Hawaii Gov. David Ige announced earlier this year that the state of Hawaii would become completely energy independent by 2045.

I would say our crowning glory is 2045, Rogers added.

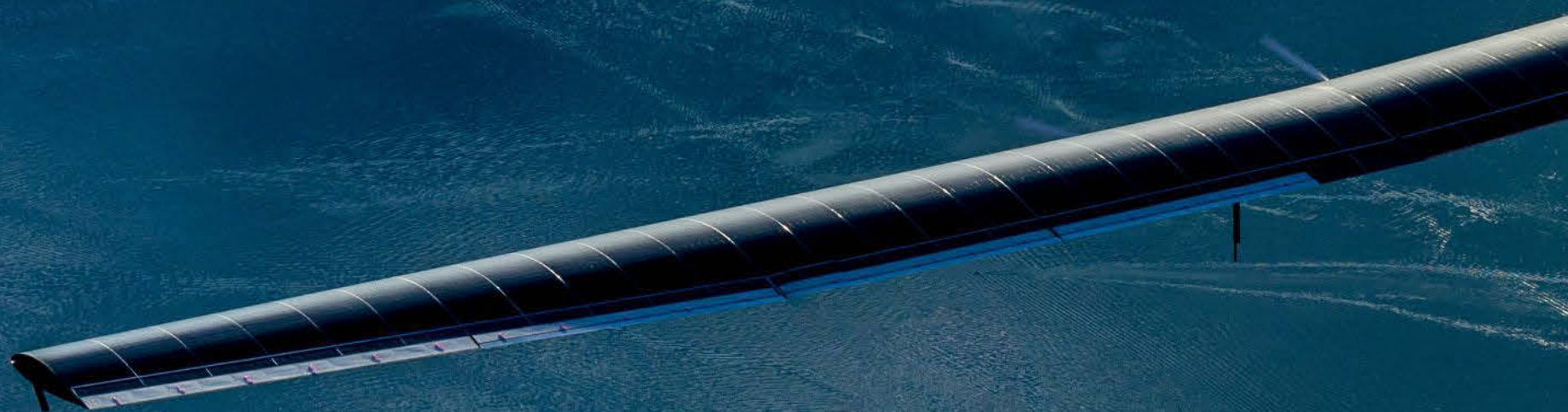
Hawaii state Sen. Lorraine Inouye, who is on the Energy and Transportation Committee, said she is encouraged that people are taking the initiative to become energy independent.

I'm so happy that private citizens are trying to have a sustainable power supply on their property, Inouye said. The plan for energy independence by 2045 can be accomplished, but we need to remove obstacles, she added. If we don't have anything in statute to accommodate our goals for the future, the private entities, the utility companies, would be able to take things in their hands and do what they want to do.





SCIENCE





SOLAR PLANE
LANDS IN
HAWAII AFTER
RECORD-BREAK
ING FLIGHT

A plane powered by the sun's rays landed in Hawaii Friday after a record-breaking five-day journey across the Pacific Ocean from Japan.

Pilot Andre Borschberg and his single-seat aircraft landed at Kalaheo, a small airport outside Honolulu. His nearly 118-hour voyage from Nagoya broke the record for the world's longest nonstop solo flight, his team said. The late U.S. adventurer Steve Fossett set the previous record of 76 hours when he flew a specially-designed jet around the globe in 2006.

But Borschberg flew the Solar Impulse 2 without fuel. Instead, its wings were equipped with 17,000 solar cells that powered propellers and charged batteries. The plane ran on stored energy at night.





Image: Marco Garcia





The trans-Pacific leg was the riskiest of the plane's global travels as there was nowhere for it to land in an emergency.

The engineless aircraft landed in silence, the only sound the hum of a nearby helicopter. About 200 people, including the media, witnessed the touch-down shortly before 6 a.m.

Later in the morning, Borschberg called the flight an extraordinary experience, saying it marked historical firsts for aviation and for renewable energy.

"Nobody now can say that renewable energies cannot do the impossible," he said. The most challenging part of the journey was when he and fellow Swiss co-pilot Bertrand Piccard had to decide when exactly to leave Japan.





“You don’t know if it’s feasible. You don’t know if it’s possible. You don’t know if you are going to lose the airplane,” he said.

Borschberg, who did yoga up to 45 minutes daily to counter the effects of immobility and stay fit, remained in the plane for about an hour after landing before finally emerging. Before exiting, he was approached by customs personnel who asked to see his passport. Some in the waiting crowd waved Swiss flags, and dignitaries shook his hand. A troupe of young hula performers sang a welcoming song in Hawaiian.

The plane’s ideal flight speed is about 28 mph though that can double during the day when sun’s rays are strongest. The carbon-fiber aircraft weighs over 5,000 pounds or about as much as a minivan or mid-sized truck.

Borschberg and Piccard have been taking turns flying the plane on an around-the-world trip since taking off from Abu Dhabi in March. After Hawaii, the plane will head to Phoenix and then New York. Piccard will make the flight to Phoenix, organizers said in a press release.

The project, which began in 2002 and is estimated to cost more than \$100 million, is meant to highlight the importance of renewable energy and the spirit of innovation. Solar-powered air travel is not yet commercially practical, however, given the slow travel time, weather and weight constraints of the aircraft.

The plane is visiting Hawaii just as the state has embarked on its own ambitious clean energy project. Gov. David Ige last month signed legislation directing Hawaii’s utilities to generate 100 percent of their electricity from renewable energy resources by 2045. The utilities currently get 21 percent of their power from renewable sources.









TOP 10 SONGS

CHEERLEADER
(FELIX JAEHN REMIX RADIO EDIT)
OMI

CAN'T FEEL MY FACE
THE WEEKND

FIGHT SONG
RACHEL PLATTEN

GOOD FOR YOU (FEAT. A\$AP ROCKY)
SELENA GOMEZ

WATCH ME (WHIP / NAE NAE)
SILENTO

BAD BLOOD (FEAT. KENDRICK LAMAR)
TAYLOR SWIFT

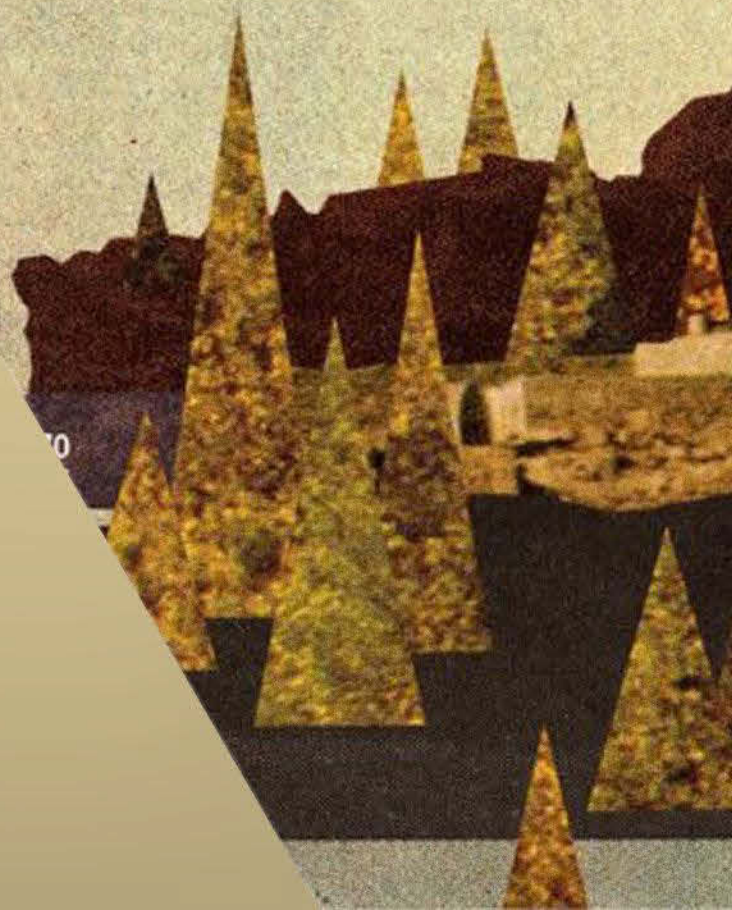
HONEY, I'M GOOD.
ANDY GRAMMER

SHUT UP AND DANCE
WALK THE MOO

PEACE IS THE MISSION
MAJOR LAZER

SKRILLEX AND DIPLO PRESENT JACK Ü
SKRILLEX & DIPLO

FOUND IN FAR AWAY PLACES





TOP 10 ALBUMS

**UNBREAKABLE SMILE
(BONUS TRACK VERSION)**

TORI KELLY

DARK BEFORE DAWN

BREAKING BENJAMIN

1989

TAYLOR SWIFT

PAGEANT MATERIAL

KACEY MUSGRAVES

TEEN BEACH 2

(ORIGINAL MOTION PICTURE SOUNDTRACK)

VARIOUS ARTISTS

BEFORE THIS WORLD

JAMES TAYLOR

COMING HOME

LEON BRIDGES

FOUND IN FAR AWAY PLACES

(DELUXE EDITION)

AUGUST BURNS RED

THIS MIXTAPE IS FIRE

DILLON FRANCIS

SMOKE + MIRRORS

IMAGINE DRAGONS





TOP 10

MUSIC VIDEOS

BAD BLOOD (FEAT. KENDRICK LAMAR)

TAYLOR SWIFT

UPTOWN FUNK (FEAT. BRUNO MARS)

MARK RONSON

GIRL CRUSH

LITTLE BIG TOWN

FUN (FEAT. CHRIS BROWN)

PITBULL

SHAKE IT OFF

TAYLOR SWIFT

CHEERLEADER (FELIX JAEHN REMIX)

OMI

***HEY MAMA (FEAT. NICKI MINAJ, AFROJACK
& BEBE REXHA)***

DAVID GUETTA

FIGHT SONG

RACHEL PLATTEN

DOPE

BTS

WORTH IT (FEAT. KID INK)

FIFTH HARMONY



A close-up, high-contrast photograph of a man's face, showing his eyes, nose, and a scar on his cheek. The image is partially obscured by a diagonal gold-colored band that runs from the top left towards the bottom right.

TOP 10 TV SHOWS

IT'S NOT A RUMOR

THE LAST SHIP, SEASON 2

DENIAL

SUITS, SEASON 5

FIND YOUR WARRIOR

FALLING SKIES, SEASON 5

#HATERSGONNAHATE

#RICHKIDS OF BEVERLY HILLS, SEASON 3

DON'T LOOK NOW

PRETTY LITTLE LIARS, SEASON 6

EPISODE 3

BIG BROTHER, SEASON 17

FIGHT THE SHIP

THE LAST SHIP, SEASON 2

THE EDUCATION OF A MAGICIAN

JONATHAN STRANGE & MR NORRELL

EPISODE TWO

POLDARK, SEASON 1

ENTER THE FATES

TYRANT, SEASON 2





TOP 10 BOOKS

CODE OF CONDUCT

BRAD THOR

GREY

E L JAMES

NEMESIS

CATHERINE COULTER

THE GIRL ON THE TRAIN

PAULA HAWKINS

PAPER TOWNS

JOHN GREEN

MANWHORE +1

KATY EVANS

EARTH BOUND

CHRISTINE FEEHAN

THE ENGLISH SPY

DANIEL SILVA

THE PARIS ARCHITECT

CHARLES BELFOURE

DOWN THE RABBIT HOLE

HOLLY MADISON





NO MORE 'ROAR' AS FAMED TRADING PITS COME TO AN END

Pete Meegan had every intention of going back to college, but then he got a summer job in the Chicago trading pits and fell in love with the “roar” of the floor, the excitement of “4,000 people yelling, ‘Buy! Buy! Buy!’” and decided no more classroom for him.

That roar will soon go silent. On Monday, most futures pits in Chicago and New York, where frenzied buying and selling once helped

set prices on cattle and corn, palladium and gold, and dozens of other commodities, are expected to close for good. Traders yelled and shoved and flashed hand signals, just as they did in the movie "Trading Places." But now the computer - faster, cheaper and not nearly as noisy - has taken over.

It will be a sad day for Meegan, still in the pits 34 years after dropping out of college, donning a trading jacket and mustering the courage to tell his dad.

"I thought he was gonna kill me, but he was like, 'I don't care if you pick up garbage or you're a dog groomer. If you are happy doing what you are doing, you're ahead of 99 percent of the people in the world,'" recalls Meegan, now 54.

The few dozen jobs that will be lost when the pits shut down is just part of it, veterans say. What's also disappearing is a rich culture of brazen bets, flashy trading jackets and kids just out of high school getting a shot at making it big. The pits were a ruthless place, but they were also a proving ground where education and connections counted for nothing next to drive and, occasionally, muscle.

"If people came to your spot, you shoved them out of it. 'This is my two-foot space ... so get out of it,'" says Dan Sullivan, a broker who's been working in the pits since 1981. The competition, he adds, also bred camaraderie. "These guys knew me better than my wife."

Dan Grant, 53, traces his love affair with the pits to a \$150-a-week job as a "runner" ferrying messages between clerks taking phone orders from customers and brokers executing them.

Six years into his career, on Oct. 19, 1987, stocks were plunging around the world and he was a clerk taking orders from the head traders at Chemical Bank and Drexel Burnham









Lambert desperate to buy anything to protect themselves. Grant still marvels that, just 24 years old and with no college degree, he wielded such power in the crash, later known as Black Monday.

“They were buying Treasuries and currencies, and watching their stock portfolios go to zero,” he recalls. “It was a lot of fun.”

The pits that are closing deal in futures, or contracts to buy or sell something at a later date at a set price. They’re used by farmers to lock in prices for their crops before harvest, for instance, and investors as a way to bet that prices will go up or down.

Not all futures pits are going away. In its February announcement about the closings, the owner of the exchanges said the pits where Standard and Poor’s 500 stock futures and options on futures are traded will remain open. Floor trading of stocks on the New York Stock Exchange, which is owned by a different company, won’t end, either.

But the few remaining pits are a small, perhaps fleeting, victory for the dwindling number of traders who still use hand signals to buy and sell.

Where once futures on everything from pork bellies and wheat to Treasuries and Eurodollars were only traded in this “open outcry” system, now just 1 percent are. Where once thousands of futures traders stood shoulder to shoulder, now just a few dozen show up on a typical day.

“There were five (people) in the wheat pit today,” laments broker Virginia McGathey after the closing bell in Chicago last Wednesday. “Back in the day, there were 400.”

Scott Shellady, a broker standing nearby, worries that fewer humans could mean more violent swings in food prices. He fears turbulence could be triggered by an unusually



SLC
SCOTT W. SHELLADY
684



large offer from a stranger in India or another far off place to buy or sell a futures contract.

“That pit, with 500 guys, you can’t have a flash crash because ... there are 499 people that know he doesn’t normally trade that big,” says Shellady, who wears a black-and-white cow print jacket, a reminder of a time when brokers needed to stand out on the floor.

Since at least 1870, when the first octagonal pits were installed in Chicago, traders have been reading the “tone” of the crowd to sense where prices might be heading and feeling the “rush” when placing a big bet.

After more than 40 years of trading, George Gero knows all about the feel and thrill of the pits. But he is also familiar with wrenching change, and learning to adapt to it.

After fleeing from the Nazi’s in wartime Hungary, he came to New York, and found a home in the commodities pits downtown. And at 79, he’s still at it, marveling at how the computer allows him to find prices for gold and currencies around the world, no matter the time of day.

But Gero, a strategist at RBC Capital Markets, is not a complete fan of the new way. “It’s very cold ... strictly numbers,” he says.

Grant, the runner turned clerk who now oversees his own trading firm, says he has embraced change, too. But he mourns the loss of the kind of entry-level positions that gave kids without much education a chance to prove themselves, just as he did.

“The customer doesn’t have to call anyone to execute a trade,” he says.

Sullivan, the broker, puts it bleakly.

“It’s kind of a slow death for people,” he says. “Maybe I am holding on to something that needs to go.”

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